Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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AMERICAN CARS HOLDING OWN IN FOREIGN MARTS

Argentina Leads Field In Absorbing U. S. Products

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 28.—The Department of Commerce today made public reports of sales conditions in Argentina, Australia, Belgium, Finland, Germany, Mexico and Spain, in all of which countries American cars are holding their own.

Out of a total of 4,489 passenger cars and 900 trucks imported into Argentina in October, all came from the United States except 184 cars and nine trucks sent from European countries.

In spite of depression that is apparent in most lines of imported products, importers of automobiles are preparing for an increased demand as a result of the large harvest now forecast, it is stated, and believe that even though prices be lower, the large crops will greatly improve business generally.

Registation last month in Australia numbered 1,978, of which 1,663, or 84 per cent., were American cars.

Dealers in Belgium are reporting good business as a result of the automobile show which opened with 28 American and 35 French exhibitors.

Word comes from Finland that the proposed increase in automobiles duties has been rejected and the present duties will remain, as a consequence of which dealers feel extremely optimistic.

Pasesnger car production is reported at a standstill in Germany while it is also stated that the recent automobile show failed to stimulate business. However, latest reports indicate that imports of American cars are practically double those of any preceding month.

In Mexico there is a tendency to tighten up automobile sales on credit, which is temporarily hampering that trade "but in the long run probably will prove beneficial," it is stated.

Sales of American cars continue good in Spain, although experiencing a decreasing demand in the outlying country districts, which, however, is offset by largely increasing sales of closed models in the towns and cities.

FULL TIME CONTINUES AT FORD GREEN ISLAND PLANT

Cohoes, N. Y., Dec. 28.—The Ford Motor Company at Green Island will continue to operate on a twenty-four hour daily basis despite the rulings of the Supreme Court that flashboards be eliminated from the Federal dam near the firm's plant, according to John F. Tholl, superintendent of the company. Tholl stated also that the removal of the flashboards would not interfere with the operation of the company's power plant and that no help would be laid off, as had been rumored. It was said that the company may appeal the decision in order to obtain a further hearing in the matter.

Chicago Will Send Big Show Delegation

Chicago, Dec. 28.—More than a hundred men identified with the automotive trade in Chicago are planning to visit New York next month for the automobile show. While no special train has been chartered, reservations are being accepted by the Chicago Automobile Trade Association for accommodations en route and while in New York. The trade association delegation will leave Chicago on the Century on January 10.

MOON BETTERS RECORD OF 1924

Production Increases 28%, According to Official

St. Louis, Dec. 28.—The production of Moon and Diana cars for the eleven months of 1925 and for December to date is far in excess of the production for the same period last year, according to Carl W. Burst, vice-president and works manager.

"This increase we attribute partly, of course, to the Diana models which were introduced in July of this year." He says, however, the Moon Series "A" production figures for the same period show an increase of approximately 28 per cent. over the same period of last year so that the increase in production is due to the increased sales on both of these cars.

"Production for December on both Moon and Diana is well ahead of the month of November. This indicates rather conclusively that the unrest that usually exists among the distributors and dealers due to the proverbial 'slump period' idea is rapidly diminishing. On the other hand, such a healthy condition is no doubt due to the fact that the automobile business is fast becoming an all the year round business and not a seasonal proposition.

"Indications are that this healthful condition will undoubtedly continue during the winter months and it is my opinion that the first six months of next year will show production records equal to those which we have enjoyed in the entire year of 1925, which, by the way, is one of the best years in the history of the Moon Motor Car Company.

"So far the outlook for January is exceedingly encouraging. The Moon Motor Car Company has unfilled orders for January deliveries that will equal if not exceed all previous January records."

GOVERNMENT APPEALS IN HARVESTER SUIT

Washington, Dec. 28. — The government has appealed to the United States Supreme Court from Minnesota Federal Court decision which favored the International Harvester Company in an anti-trust suit filed against it.

The Minnesota court held that the International could not control prices on tractors and harvesting machines and that the price of machines has actually decreased. The government now insists that the matter of the prices does not dispose of the proceeding.

Auto-Lite Corp. Plans Big Expansion in 1926

Toledo, Dec. 28.—C. O. Miniger, president of the Electric Auto-Lite Corporation, has announced that between $500,000 and $1,000,000 will be spent on additions, improvements and machinery for equipping the Auto Lite plant during 1926.

Plans are now being drawn for a large four-story addition to the present plant in Champlain Street, and it is probable that work on the expansion will start early in the year.

The Auto-Lite is just closing its most successful manufacturing year, according to Mr. Miniger, who sees 1926 yielding larger production with the new contracts with manufacturers who will use Auto-Lite equipment.

Fifty-three companies manufacturing motor cars and trucks are now using Auto-Lite starting, lighting and ignition as standard, according to Mr. Miniger. Recently the De Jon starting and lighting plant was moved from Poughkeepsie to Toledo to centralize manufacturing as well as to economize in production. The De Jon is used on expensive automobiles and the plant has long been a subsidiary of Auto-Lite.

The additional plant will, when under way, employ a largely increased number of people.

The Auto-Lite will pay its largest dividend to stockholders January 2 to those holding stock of record of December 15, Mr. Miniger announces.

Ajax to Stay at Peak Production

Racine, Wis., Dec. 28.—Another inkling of what the Ajax Motors Company is expecting to do in 1926 was given by David Averill, vice-president and general manager of the Nash subsidiary here, when he declared that every effort would be made to keep the Ajax plant at peak production capacity during the coming year.

"In anticipating the increased volume in our production," Mr. Averill said, "we are just completing the installation of about $500,000 worth of new machinery and we will take advantage of the holiday period to install this new equipment. This machinery will eventually give us a double production capacity exceeding that of the past six months 100 per cent. We expect January Ajax production to double that of December."

Pere Marquette R. R. to Expand in '26

Special from A. D. N. Detroit Bureau

Detroit, Dec. 28.—Increased industrial activity in the territory served by the Pere Marquette System is confidently expected for 1926 by officials of the road. In order to keep up with enlarged demand for service the system has approved a budget that calls for the expenditure of more than $6,000,000, not including such items of new equipment as may be ordered later on.

Roadbed work carried over from the present year calls for $427,334; new roadbed work, $3,865,350; work on equipment carried over from 1925 $81,130; work on new equipment, $596,368.

Since the territory served by the Pere Marquette System is the heart of the automotive industry, the program in increased facilities is taken as an evidence of belief in an unusually prosperous year for that industry in 1926.

SHOW FEWER FAILURES

New York, Dec. 28.—Failures last week in the United States as reported to R. G. Dun & Co., numbered 334 as against 453 in the week before, 432 the week before that and 370 in the corresponding week of last year. Only five business days are included in last week's compilation and in the corresponding week of a year ago.

SEES SOLUTION IN STANDARDIZATION

Would Help Conserve Rubber, Says N.T.D.A. Secretary

New York, Dec. 28.—Following an interview last week with Secretary Hoover of the Department of Commerce, George J. Burger, secretary-treasurer of the National Tire Dealers' Association, today issued a statement declaring the government's campaign for the conservation of automobile tires should be supplemented with suggestions to the manufacturers of both tires and cars for the elimination of waste in crude rubber.

"While we are heartily in accord with plans suggested by Secretary Hoover to bring the price of tires to normal," said Mr. Burger, "we believe the standardization of sizes and types of tires would go a long way in reducing the consumption of crude rubber until the present crisis is over.

"Secretary Hoover recommends that the consumption of rubber can be reduced 25 per cent. with no self-denial on the part of the motoring public if the car owners will but simply repair their tires in time and use them carefully.

"The members of the Association believe the motoring public as a class is very careful and if the motorist finds that a tire can be repaired he will have it taken care of."

FORD CO. OF CANADA NAMES 4 DEPARTMENT HEADS

Montreal, Dec. 28.—J. E. Smith, manager of the Ford Motor Company of Canada, Ltd., Montreal branch, has returned from a ten-day visit to Windsor, Ont., where he attended a convention of Canadian branch managers. Four general heads covering the tractor department under H. B. Jowsey, the commercial department under James Wilson, the passenger department under Emile Levesque, and the parts and accessories department under C. R. Michaels, have been appointed. Wilson, head of the commercial department, is a mechanical engineer and a graduate of McGill University.

GOODRICH AUTO SURVEY SHOWS 13 PER CENT. GAIN

Registrations Jump in Year From 17,897,609 To 20,229,025

AKRON, O., Dec. 28.—An increase of 13 per cent. in the number of motor vehicles in operation was shown in the annual statistical review of the automotive industry, which has just been compiled by the B. F. Goodrich Company.

During the past year there have been 20,229,025 motor cars and trucks registered in the United States compared with 17,897,609 in 1924. This is an increase of 2,331,416 or about 13 per cent.

Approximately 10 per cent of the country's population became motorists during 1925 and reduced the number of people in the United States for each car from six to five.

Six states now show a registration of over 1,000,000 cars and all states show increases, with the exception of the District of Columbia. New York still holds the lead with 1,637,670, a gain of 216,417 over 1924. California is second with 1,443,985 and Pennsylvania, with 1,367,092 registration has passed Ohio, which is fourth with 1,300,000. Illinois is fifth with 1,267,400 and Michigan, the new state to pass into the million car class, has 1,006,371.

Combined registration for the first six states gives a total of 8,022,518, which is larger than the registration of the entire United States as recent as 1919.

Florida, with an increase of 49.1 per cent., is in front with the largest percentage gain and is followed by several Southern states

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Big Mart for Chains InBelgium-Holland

Special from A. D. N. Washington Bureau

Washington, Dec. 28.—American manufacturers of non-skid chains are advised by the Department of Commerce that there is a large field for the sale of their product in Belgium and Holland.

With the arrival of winter in these two countries, it was revealed today that non-skid chains are practically unknown, particularly to the Belgium motor car owner. Considerable interest has been shown in the American product and it is believed that well directed advertising will develop a fairly good demand for chains.

American firms interested should communicate direct with the automotive division of the Department of Commerce here, which can furnish detailed information.

NOTICE

THE Automotive Daily News will not publish on New Year's Day. The commercial car registration table, which is scheduled for Friday, will be printed in the following Monday issue.

URGES CHECK ON RUBBER WASTAGE

Federal Motor Head Suggests Ways to Conserve Tires

DETROIT, Dec. 28.—Martin L. Pulcher, president and general manager of the Federal Motor Truck Company, gives some illuminating facts concerning the present tire situation facing the motoring public in America.

"There is the greatest need for exercising care in the use of tires," says Mr. Pulcher. "During the first quarter of the year our supply of rubber dwindled, until now it is 10,000 tons short of what it should be. Ordinarily, America has 60,000 tons of rubber on hand. Now there is less than 20,000 tons in the country, and the reserve stock is completely exhausted.

"The tire shortage is a matter of great concern to tire manufacturers, and steps are being taken to correct the situation. However, there are many ways in which the public itself, can co-operate. Brakes should be applied easily instead of jamming them on. The latter causes wear that can be avoided if ordinary precaution is taken. In parking cars one should be careful not to get too close to the curb, which oftentimes squeezes the sides of the tires. Also, there is a danger in driving against the curbs, as it subjects the tires to unnecessary strain.

"The same care should be exercised in driving. Broken glass in the street should be avoided, and in driving over a bumpy, rough road one should do so carefully. Burning up the street with great speed is not only against the law, but it causes unnecessary wear and tear on tires that weakens them.

"America is using every ounce of rubber as fast as it comes in. There is no relief in sight for some time, but it will come later. In the meanwhile by observing the few simple rules outlined above, every driver of a motor car or motor truck can help in a situation that is of vital importance to the public as a whole and one that concerns him personally."

Detroit A. C. S. Will Discuss Electrons

Special from A. D. N. Detroit Bureau

Detroit, Dec. 28.—Dr. N. H. Williams, professor of physics at the University of Michigan, will speak on "Electrons" at a joint meeting of the Detroit Engineering Society and the Detroit Section, American Chemical Society, January 8, 1926.

Dr. Williams is one of the few who have actually heard the sound produced by electrons as they bombard a plate, "listening in" through a vacuum tube amplifier. The amplification is carried to 100,000-fold, but has capacity for 1,000,000-fold. Emission of the electrons from the hot filament produces the noise.

In collaboration with Dr. A. W. Hull of the research laboratory of the General Electric Company, Schenectady, N. Y., Dr. Williams conducted the experiments that led to this discovery.

DETROIT ADOPTS NEW AUTO BUS ORDINANCE

Special from A. D. N. Detroit Bureau

Detroit, Dec. 28.—The council last night approved a new ordinance regulating the operation of motor buses in the city and providing for the payment of increased taxes for commercially operated motor buses. All buses with a seating capacity of thirty passengers or less are to pay 1 cent for each mile traveled in the city; those carrying more than thirty and less than sixty passengers, 1½ cents; and those carrying more than sixty passengers, 2 cents.

Legality of Municipal Gasoline Tax Being Tested in St. Louis

ST. LOUIS, Dec. 28.—Suit to have a city ordinance creating a tax of ½ cent a gallon on gasoline sold in St. Louis declared illegal and void has been filed in Circuit Court here. The complainant is the Automobile Gasoline Company, which operates numerous filling stations here. The ordinance has been vigorously opposed by the oil dealers and the suit is in the nature of a test action.

SEES AUSTRALIA AS AUTO MARKET

Westinghouse Official Says Field Growing For U. S. Products

Special from A. D. N. Detroit Bureau

Detroit, Dec. 28.—J. Ross Duggan, Canadian and export manager of the Westinghouse Union Battery Company, Pittsburgh, a recent visitor to Detroit, emphasizes the increasing importance of Australia as a consumer of motor vehicles. He calls attention to the fact that in 1924, Australia and New Zealand combined took a fifth of the total automotive exports of the United States, including cars, trucks, parts, accessories and tires. June 1, 1925, there were 227,325 motor cars in Australia and over 20,000 trucks.

J. Ross Duggan

"American manufacturers, however," said Mr. Duggan, "are not holding their own in the Australian markets. Imports from other sources are increasing more rapidly than those from America. The United Kingdom figures, for example, for the first six months of this year, show a 139 per cent. increase over last year, while the United States figures are only 19 per cent. better than they were in 1924.

"The light European car appears to be very popular with the Australian. Morris-Cowley is going very strong there, and so are Citroen, Austin, Swift, Rover and Fiat. They are in general use in the cities, but not so much in the country districts, where their reduced tread is not an advantage. Sixty per cent. of the population of Australia is found in cities of 25,000 or over. They are prosperous, and are in a buying mood.

"Truck lines are gaining in popularity in Australia, partly owing to the variations of gauge which are met with in connection with rail transportation.

"Victoria and part of the South Australian railway system use a five foot three inch gauge; New South Wales and the Commonwealth Transcontinental line use four feet eight and one-half inches; Queensland, West Australia and part of the South Australian system use three feet six inches.

"It is easy to imagine the inconvenience and delay that result from frequent transfer of passengers and freight from one railway to another because of the 'break of gauge.'"

THEATRICAL DAY TO FEATURE AUTO SHOW

New York, Dec. 28.—In keeping with the custom of dedicating each day of the National Automobile Show to certain prominent professions, S. A. Miles, manager of the national exhibition, has fixed on Friday, January 15, as Theatrical Day, and the occasion appears likely to be one of the most interesting of the week of January 9 to 16 in Grand Central Palace.

Channing Pollock, author of "The Enemy," is chairman of the committee that has in charge the special features for Theatrical Day, and he predicts that the profession will turn out in great numbers because of the attractions that are being planned for the day and evening.

Seattle Bus Lines Join in Rubber War

Seattle, Wash., Dec. 28.—Automobile stages running out of Seattle were co-operating today in a campaign to economize on rubber in an effort to bring down rubber prices. Six stages bore signs:—

"1776-1925."

"Help Hoover Against English Rubber Trust."

"Economize on Rubber."

GOODRICH AUTO SURVEY IS MADE

(Continued from Page 1)

with heavy increases. Mississippi has a gain of 31.3 per cent and Alabama 23.9 per cent.

The smallest increase in percentage gain is from Maryland, where there are only 3.7 per cent. more cars than in 1924.

In California there is now a car for every 2.4 persons and Florida has one for every 2.8 persons. Alabama with its large percentage gain has yet only one car for every twelve persons.

During the year of 1925 there were 4,200,000 new cars and trucks produced. After a deduction of 2,331,416, the increase for 1925, there is a remainder of 1,868,584, which represents the approximate number of cars discarded during the past year.

These statistics show that the the average life of a car is between seven and eight years and indicate that present-day vehicles are constructed to a very high standard of quality.

The automobile industry remains first in rank among all business enterprises, based on the value of its finished products. During the past seven years, this industry has paid $800,000,000 in excise taxes alone.

The United States produces 90 per cent. of the world's cars. Rapid developmens in bus transportation have greatly increased the usefulness of the motor vehicle and an idea of the extent to which motor cars are used can be gained through the estimated gasoline consumption during 1925 of 10,000,000,000 gallons.

Rubber Recovery Plant to Operate

Akron, O., Dec. 28.—The Akron Rubber Recovery Company has been incorporated for $300,000 with Elmo H. Trump as president; Fred G. Alderfer, Jr., vice-president and Willis Bacon, secretary.

The announcement was made Saturday along with that of the sale of the defunct Phoenix Rubber Company's plant to the new organization. Production of reclaimed rubber will be started early in January on a basis of twenty-five tons daily.

The building was sold after much litigation by foreclosure proceedings to the Rote Leather Products Company after the collapse of the rubber industry four years ago. This company failed to complete the deal, and the present company purchased it after assuming all claims against the Phoenix Company, which amount to approximately $150,000.

Although the plant is well equipped, about $100,000 will be spent in the installation of new machinery and modernization of the building. Tube reclaiming will be the principal activity of the Rubber Recovering Company.

Town of Springwells Now Called Fordson

Detroit, Dec. 28.—Springwells held a special election last week to vote on changing the name of the municipality to Fordson, in honor of Henry Ford, whose industries are partially located inside the town's corporate limits.

"It was a pretty close vote," reports the city clerk. "Out of the 506 votes cast, 269 were in favor of changing the name and 237 were against it." . . . . . .

SHIPMENTS KEEP TO HIGH LEVEL

Holidays Fail to Halt Movement—Increase Predicted

Detroit, Dec. 26.—Increasing shipments, right up to the holiday period, are reported by traffic representatives of the Pere Marquette System. The unusual circumstance is notable in almost every industry and business has proceeded at such a pace in the closing days of the year that the seasonal shutdown for inventory has been out of the question.

For the third week in December, Detroit traffic territory shows a forwarded movement of traffic that is 62 per cent. greater than in 1924's corresponding period; received shipments are 38 per cent. better.

The general prosperity spreads over the entire area, as far north as Flint and as far west as Lansing. At the latter point raw materials are coming in in larger volume than last year, by a considerable margin, yet representatives of the industries report that the inbound freight is not for stock, but for the purpose of filling orders current. Buick, at Flint, is running on a heavy schedule; the Flint Motor Company reports increasing business.

Post-holiday increases in production are promised in Detroit by Studebaker, Paige-Detroit, Lincoln, Hupp and Fisher. Six of the principal lumber concerns in Detroit report business that is unusually good for this time of year.

Wash. Motor Code Passed By House

Olympia, Wash., Dec. 28.—With but two dissenting votes, the ponderous new state motor code bill, of 136 sections, has been passed by the House, after resisting a barrage of amendments.

One amendment was adopted making it reckless driving for any one to pass a car already maintaining the proposed maximum speed of thirty-five miles an hour. An amendment by Representative Trunkey, who is 87 years old, seeking to eliminate that provision of the bill prohibiting front-seat spooning, which, he said, was all the joy left in driving, was defeated. The new code now comes to the Senate.

KELLY-SPRINGFIELD OPENS FACTORY BRANCH

Indianapolis, Dec. 28 (U. T. P. S.).—The Kelly-Springfield Tire Company announces the opening of a direct factory branch in Indianapolis at 31 East Georgia St. Fred I. Willis, who for several years has been in charge of the tire sales department of the Central Rubber and Supply Company, has been made manager of the new branch.

For a number of years the Central Rubber and Supply Company has been the Indianapolis distributor of Kelly-Springfield tires and in many respects has carried on the functions of a factory branch.

Other factory branches recently opened by the Kelly-Springfield Company include Providence, R. L.; Spokane; Butte, Mont.; El Paso, Phoenix, Ariz.; Oklahoma City; Fargo, N. D., and Duluth.

CALIFORNIA HAS RECORD MONTH

November Sales Top All Marks for Single Month

By JOHN C. WETMORE

Los Angeles, Dec. 28.—Buying of automobiles in California last month broke all records not only for the month of November, but in the entire passenger car selling history of the state. The best previous November showing was in the boom year of 1923, when registrations reached 19 477. California top notch for sales in one month was made in June, 1923, when 20,688 were registered.

November sales showed a gain of 2,209 over October. This was due entirely to Ford increases, which were 4,378 over the previous month. Outside of Ford, registrations of the other makes were 13,430, a loss of 2,165, or 13 per cent.

As compared with November, 1924, the gains were tremendous, the state's increase over last year being 85 per cent. Southern California more than doubled its sales for this month last year, with a gain of 101 per cent. Northern California's increase was 63 per cent.

November new passenger car registrations, compared with last month and with November, 1924, according to Motor Registration News figures, which are used in this trade review, were:—

	Nov., 1925	Oct., 1925	Nov., 1924
California	21,894	19,685	11,789
Northern California	8,156	7,954	4,955
Southern California	13,738	11,731	6,804

There were 1,352 commercial vehicle registrations in November against 1,013 last year and 1,798 in October of this year. I will review the motor truck sales in a later letter.

Twenty-one makes showed sales of more than 100 automobiles in November, whose new passenger car registration record was:—

	Nov., 1925	Oct., 1925	Nov., 1924	Gain over Nov., 1924
Ford	8,464	4,090	3,438	5,026
Chevrolet	1,851	2,212	1,526	325
Essex	1,424	1,838	297	1,127
Buick	1,409	1,631	720	689
Dodge	1,127	1,421	906	227
Hudson	885	1,103	448	437
Star	846	1,083	502	344
Studebaker	822	1,020	989	*167
Chrysler	663	836	291	372
Nash	545	515	325	220
Overland	528	561	282	246
Oakland	520	395	163	357
Jewett	327	423	153	174
Oldsmobile	310	318	164	146
Cadillac	256	251	120	136
Willys-Knight	227	323	100	127
Hupmobile	226	124	74	152
Packard	185	232	109	76
Ajax	181	158	...	181
Chandler	142	93	90	52
Jordan	114	100	48	66

*Loss.

It will be noted that while every one of the "best sellers" but one showed increases over November, 1924, only six of them scored gains over the preceding month, as follows: Ford, 4,378; Oakland, 125; Hupmobile, 98; Ajax, 23; Jordan 14, and Cadillac, 5.

While all the "groups" fell off in sales as compared with October of this year, all showed increases over 1924, their November new passenger car registration record being:—

	Nov., 1925	Oct., 1925	Nov., 1924	Gains over Nov., 1924
General Motors	4,346	4,807	3,332	1,014
Hudson-Essex	2,309	2,941	670	1,729
Durant Motors	945	1,192	610	335
Willys-Overland	755	884	443	312
Nash Motors	726	883	381	345
Paige-Detroit	341	441	296	45
Chandler-Cleve.	227	133	189	38
Moon-Diana	105	147	77	28

It will be noted that Hudson-Essex far outstripped all its rival groups in gains over November, 1924, with an increase of 259 per cent.

BUYING CADILLACS

Oakland, Cal., Dec. 28.—In the past ninety days Californians have invested more than three million dollars in new Cadillac automobiles.

In New and Used Car Marts

Threatened Price Cuts Cause Worry

Boston, Dec. 28 (U. T. P. S.)—New motor cars of every price, style and manufacture have sold well here and in the thirty cities and towns adjoining or close to this city. Distributors and dealers were hard put to make the deliveries required on gift cars because of the rush of this form of business.

While the Christmas business was breaking records there was an undercurrent of uneasiness in the trade, especially among the cars in the price class under $1,600. This was due to the rumors in the press and on the street of a forthcoming automobile price war in cars selling under this sum.

The rumor started with the appearance of the new Day Jewett and it quickly gained ground with the first news of the proposed Dodge Brothers reduction. It resulted in many prospective buyers planning New Year's car purchases to postpone the actual purchase until later in the year. On the other hand it had the effect of bringing more prospectives into every dealer's store in the class of cars affected, for it is making the motorists shop around a little bit more before they part with money.

The higher priced cars have had a remarkably fine December. The Rolls-Royce models are selling well here. Lincoln, Marmon, Packard, Pierce-Arrow, Stutz and Locomobile 8 have all had a splendid week. President A. T. Hart of the Marmon Boston Company states his firm will close its most prosperous year this week. He further states the new handy emergency brakes on these cars have resulted in a great many new Marmon customers.

The Studebaker, under stimulus of heavy advertising directed to offer and sell this car as a gift for Christmas, coupled with the manufacturer's policy of no yearly models, made the Donovan Motor Car Company one of the busiest spots on automotive row during the week.

Hudson and Essex sales kept the Henley-Kimball Company, distributors, up with the leaders during the week, with the Essex trailing a bit because of the arrival of the new Day Jewett and the reported Dodge reductions.

The New England Velie Company is finishing a clean-up last quarter. The prizes of cash and cups offered by the factory and Amos J. Shorey have sold Velies in these six states.

The Chevrolet continues to maintain a steady and satisfactory sales average, with a better than normal record on gift cars during the last week. Fords are selling, with the closed models promised for delivery in six weeks, but these cars are the only type reported as doing a good business on open models.

Predict Big First Quarter in 1926

Evansville, Ind., Dec. 28.—Optimism prevails among the great majority of automobile dealers here on the prospect of the first quarter of 1926 eclipsing the new car sales record for the corresponding period of 1925. Improved business conditions, the result of encouraging reports from farming districts, banks reporting favorably on the industrial situation, factories running on good schedule, and the two largest industrial plants planning for improvements which will boost production, are the basis for belief in a prosperous 1926.

"The Tri-State territory is arriving at a period of business activity that gives every indication of prosperity for the new year," said Henry F. Fenneman, president of the Fellwock Auto Company, Cadillac and Reo dealer. "From my intercourse with leaders in varied lines, I have discovered a feeling of general satisfaction predominant. Bankers offer optimistic reports and that is the best indication, dealers are doing good business, and factories are running on regular production. I think we are in better shape here than we have been for many years." Mr. Fellwock expects closed cars to make up 90 per cent. of total sales.

NEW OHIO REO DEALER

Cleveland, Dec. 28.—Announcement of another Ohio Reo distributor was made here today when the Reo Sales Service Company of Steubenville, was incorporated with a capital of $75,000. The new owners include Arthur T. Powell, U. Grant Powell, Augustine Myers, J. Kaman, Leon George and L. Buchanan.

Price Drops Hurt Used Car Business

San Francisco, Dec. 28 (U. T. P. S.).—A 50 per cent. reduction in used car sales for this month as compared with those of November was reported by J. W. Nelson, used car manager of the J. E. French Company.

This decrease, according to Nelson, is due to the reductions in new car prices which went into effect last October. Still further dropping off of used sales is predicted when the public becomes acquainted with the latest Dodge car reduction.

Similar low used car sales were reported by other dealers throughout Automobile Row.

According to J. E. French, head of the local Dodge Brothers distributing firm, the adoption of the installment method of payment for new automobiles has boosted the output of the latter, and has become an important factor in the used car sales reduction.

Main St. Location Aids Used Car Sales

Little Rock, Ark., Dec. 28.—Without systematic effort D. O. Kirkland, in charge of the used car department of the Little Rock Flint sales factory branch, has disposed of a large number of used cars at good prices.

"I attribute most of the sales to our Main Street location," said Mr. Kirkland, "but prices have a great deal to do with the successful merchandising of any product. Our stock is in good running condition and looks good. Then the prices are right and I have found little trouble finding buyers.

"Of course, most of the buyers want closed cars, but we have been able to sell several big open cars that we thought would not move, and the prices received for them were fair."

There was a noticeable increase in demand for used cars during the past week, according to several dealers. Closed models were asked for, but some open cars were sold. Weather conditions here are not so severe as farther north and there are only a few weeks, all told, and at intervals, when closed cars are needed.

December Sales Higher Than in Nov.

Newark, N. J., Dec. 28.—Local used car conditions last week show a slight improvement over those of the previous week. In some instances individual dealers sold two or three cars during the week, but these instances are far and few between.

E. J. Foley, president of the Foley Chevrolet Company, states that the most effective method he has so far discovered for disposing of his stock of used cars is by holding a "$25 down and no additional charge" sale at intervals of three months or at the end of every quarter.

"Most people," he states, "have at least $25 to invest in a car, and when they learn that for that modest amount, plus a small weekly or monthly payment, they can own a good used car, they seldom fail to buy."

Special sales seem to have but little effect, even though one dealer—the local Durant branch—has gone so far as to advertise the fact that no reasonable offer will be refused, and states that it has met with but mediocre success.

Gordon B. Phillips, manager of the Consolidated Used Car Market, an organization of about half a dozen prominent dealers, reports that despite the fact that business has been somewhat dull, December sales show an increase of approximately 60 per cent. over those of November.

The general aspect of the situation is that as new car sales are soaring higher and higher every day, dealers state that it would be but little short of business suicide to refuse to accept used cars in trade, but at the same time admit that the problem is very serious and that a remedy must be found.

GOOD XMAS BUSINESS

Memphis, Tenn., Dec. 28. — The Memphis Automobile Dealers' Association staged a "Give a Car for Christmas" campaign here just before Christmas, and the results were very gratifying, they report.

Ford Employed to Illustrate Sermon

Baker, Ore., Dec. 28.—A Ford roadster took the platform of the Church of Christ recently, when G. L. Matlock, pastor, preached a sermon on "Eternal Value." Similies were drawn between the automobile on the highway and the Christian on the King's Highway. Equipment of the Christian on the journey of life was compared to the automobile's equipment, such as wheels, self-starter and lights.

TAMPA REPORTS BIG INCREASE IN AUTOS

Tampa, Fla., Dec. 28 (U. T. P. S.).—The Tampa Motor Club is authority for the statement that more than 40,000 autos run the streets of Tampa alone today as compared to 25,000 this time last year.

On October 1 last it was announced officially by the State Department that 320,524 automobiles operated under a Florida license, and if the 60 per cent. increase for Tampa is maintained by the state as a whole the 1926 registration is expected to come close to 500,000.

SEES STUDEBAKER'S COAST PROSPECTS GOOD

San Francisco, Dec. 28 (U. T. P. S.).—Paul G. Hoffman, vice-president of the Studebaker Corporation in charge of sales, paid San Francisco a visit last week. He conferred here with Chester N. Weaver, head of the Studebaker sales organization in San Francisco. He was accompanied by E. R. Carpenter of Los Angeles.

The trio discussed sales prospects on the Pacific Coast. Hoffman expressed his pleasure at the volume of Studebaker sales in California and declared he anticipated a larger business in 1926.

Distributor Doings

APPOINTS DEALERS

Hartford, Conn., Dec. 28.—Aaron G. Cohen, Inc., Oldsmobile, Lexington and Gray distributor, has appointed as associate dealers the Goldie Brothers Garage at 175 High St., and Benny's Motor Sales, at 5338 Park St. Aaron G. Cohen, founder and head of the firm, says that plans are under way for the development of a big list of associate dealers throughout the territory.

STUDEBAKER SHOW

Portland, Ore., Dec. 28.—The pre-Christmas auto show held by the John K. Leander Company, Portland Studebaker distributor, was a distinct success. The showroom was decorated elaborately in Christmas colors, and the display of a full line, including several new models and body designs, especially in closed jobs. A number of cars were sold as Christmas presents.

An unique way of giving an automobile as a Christmas present was carried out. Under the plan, a satin-lined, leather-covered box containing the keys to the new Studebaker car was given to each purchaser.

PACKARD CONFERENCE

Portland, Ore., Dec. 28.—Eighty Packard dealers of the Pacific Northwest met in Portland recently for their annual convention. Plans for the meeting were carried out under the direction of H. C. Beg, president of Packard Service and Sales, Inc., of Portland. R. E. Chamberlain, general sales manager for the firm, attended to confer with heads of sales departments of the various Northwest dealers. Among other executives of the Packard Motor Company who attended were H. M. Dowock, head of the service department; J. W. Larandger, head of the auditing department; F. H. McKinney, advertising manager, and J. R. Avery, Pacific coast representative.

PIERCE-ARROW CONTEST WON BY CHICAGO BRANCH

CHICAGO, Dec. 28.—Victory in the national sales contest conducted by the Pierce-Arrow Motor Car Company of Buffalo went to the Pierce-Arrow Sales Corporation of Chicago, according to word received by A. A. Crumley, manager of the local branch.

The test was open to Pierce-Arrow representatives throughout the country and the triumph is regarded as a great accomplishment for the Chicago sales personnel, as it means that it has outsold every district in the country for the last sixty days.

The Chicago branch led almost from the outset and held a substantial lead at the half way point. In addition to winning the organization prize, several individual honors were annexed by members of the Chicago sales staff.

Since the opening of the Pierce-Arrow branch here last April its sales have increased more than 400 per cent. over a similar period last year.

The business of the branch has increased every month since it became a factory branch last spring, officials state. On October 1 the factory started a 20,000 contest, covering the entire country, and November 7 the Chicago branch won what was called the "half-way prize." In order to accomplish this feat it was necessary to sell forty-six cars, the sales totaling $187,580.

One salesman, Mr. Ackerman, who sells Series 33 models exclusively, sold five in one week, totaling 50,000. The balance of the cars sold were divided among ten other salesmen.

for Economical Transportation

CHEVROLET

Some people still speak of the country's biggest industry as "the automobile game."

Chevrolet dealers, however, will tell you that it's a sound and profitable business with a tremendous future.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	$525	Coupe	$675	Commercial Chassis	$425
Roadster	525	Coach	695	Express Truck Chassis	550
		Sedan	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Nachman Spring to Have Factory in Los Angles

LOS ANGELES, CAL., Dec. 28.—The Nachman Spring Filled Company, national manufacturer and distributor of coil spring cushions for the automobile and furniture trade, will open up a large branch factory here about the first of the year. The locating of a branch factory here is a direct result of the rapid growth of the automobile body construction business on the West Coast.

The new factory will be located in the Schnadid Pullman Building, Loma Vista and District Boulevard, in the central manufacturing district. The industry will give employment to 100 men, with a weekly payroll of $4,000.

Within a short time the firm plans to manufacture other specialties besides coil spring units, which will entail an increased staff. The plant to be taken over for manufacturing contains about 20,000 square feet of floor space, with a spur track on the Los Angeles Junction Railway. It is planned to ultimately serve the entire territory west of the Rocky Mountains from the local plant.

The headquarters of the Nachman Spring Filled Company is in Chicago. It recently acquired the Cliggitt Manufacturing Company, 1356 East 38th St., Los Angeles. The machinery and equipment of the latter company will be moved into the new plant.

E. J. Cliggitt, president of the concern bearing his name, has become associated with the Nachman company, and will go to the Chicago office. E. Suekoff, who has been in charge of the Los Angeles distribution for the Nachman company, will be general manager of the Los Angeles factory branch.

START DRIVE FOR CASH BASIS PLAN

Burlington, Ia., Dec. 28.—The Burlington Automobile Association has been formed here to advance the cash basis plan adopted by a group of garage men recently. The association will include auto dealers, garage men, battery and tire dealers. Tim Vable is president, Ferd Sheargren vice-president and director, representing the auto dealers; Paul Gross, director for repair men; Hilton Stang, director for battery and electric men, and Oscar Lee, director for tire men.

DETROIT REO DEALER HEADS KIWANIS CLUB

Special from A. D. N. Detroit Bureau

Detroit, Dec. 28.—Leo F. Mullin, head of L. F. Mullin Company, Reo dealer, has been elected president of the Kiwanis Club. He was the first treasurer of the uptown club, formed when the center of population in Detroit began to gravitate toward the corner of Woodward and Boulevard.

NEW CONCERN

Chicago, Dec. 28.—C. B. Moore, Guy D. Handle and Curt F. Reis are mentioned as associates in the Western Ignition Company, a new firm which has been launched in Chicago to manufacture and sell controllers, generators, magnetos, combination batteries and magnetos and automobile air tire pumps.

REGISTRATIONS TRIPLE

Richmond, Va., Dec. 28 (U. T. P. S.).—There are nearly three times as many automobiles in Virginia now than there were in 1919, according to a report made public today by State Motor Vehicle Commissioner Hayes. The report was sent to Gov. Trinkham.

TOURISTS INCREASE

Toronto, Dec. 28 (U. T. P. S.).—According to Federal government estimates, more than 2,000,000 American automobiles have crossed into Canada this year, carrying some 9,000,000 tourists, or one tourist for every man, woman and child in the Dominion of Canada.

Shop Equipment

KEYSTONE REAMERS

The reamer illustrated is Keystone adjustable pilot piston pin reamer No. 1107. It is made by the Keystone Reamer and Tool Company, Millersburg, Pa., and is designed for reaming piston pin bushings.

It is said to be especially adaptable for the accurate reaming of two holes in exact alignment. The reamers are so built in shapes and lengths that any reamer of a particular diameter will properly care for the replacement of all piston pins of the same size, no matter what the diameter or style of the piston may be, it is claimed.

The front "pilot blades" of the reamers are adjustable independent of the "cutting blades." The ends of the pilot blades are equipped with a tapered cutter which centers the reamer in the work and enlarges the opening just enough to allow the pilot to enter.

It is made in twelve sizes to take care of all common sizes of piston pins.

EXPECT DECEMBER TO BEAT ALL RECORDS

Topeka, Kan., Dec. 29.—December, 1925, will equal if not exceed December, 1924, in amount of business in the accessories, according to a survey of the accessory firms here. The impending hike in prices of rubber is given as one of the reasons and an unexpected Christmas trade in novelties has helped boost the volume of trade. December, 1924, was the best month of that year, the accessory men say, and this will put the month just closing as a record-breaker.

NEW CARBURETOR PASSES SUCCESSFUL TEST

Astoria, Ore., Dec. 29.—A carburetor designed by James Ingleton of Astoria to permit the use of fuel oil in gasoline engines, performed satisfactorily at cruising speed on the Port of Astoria dredge tender Natoma on a recent test run to Stella, Wash., it is claimed. The carburetor permitted the engine to reach top speed and function well at that speed, but no attempt was made to maneuver the tender from top speed to idling.

HEADLIGHT DRIVE

Boise, Ida., Dec. 28.—Idaho is launching a new drive on violators of the state's headlight law, according to F. A. Jeter, commissioner of law enforcement. The state's statute is based on the California law and others along the Pacific Coast, regulating the height of the beam, the distance the road in front must be illumined, and the use of spotlights.

MERCHANDIZING AID

Niles, Mich., Dec. 28.—The National-Standard Company is giving to each dealer who buys one-half dozen "Standard" jacks a display stand with his name on it. The company claims this does much in aiding the dealer to merchandize jacks.

HEAVY CARS POPULAR

Olympia, Wash., Dec. 28.—Larger automobiles lead among those used in this state, according to C. R. Maybury, state license director. Out of approximately 126,000 cars, more than one third of the total licensed as light cars in this state during 1925, only one-half, or 63,260, were light enough to entitle them to the minimum license fee of $10.20.

Objects to Radio In Parts Store

Flint, Mich., Dec. 28.—Radios have no place in the automobile accessory store, in the opinion of Glen Roy, owner of a chain of four cut-rate automobile accessory stores in Flint.

"I am thoroughly convinced that you cannot sell automobile accessories and radios in the same store," said Roy in an interview with the Automotive Daily News.

"When they come into an automobile accessory store for something for the car and see radio sets or radio parts, they forget all about the car and all they're interested in is looking over the radio set, and, nine times out of ten their interest is only curiosity, with a result that the auto accessory business suffers."

Rumor of Merger Still Unconfirmed

Los Angeles, Cal., Dec. 28 (U. T. P. S.).—Although well-authenticated reports from San Francisco, Oregon and Seattle confirm the report that the Western Auto Supply Company, largest accessory dealer on the Coast, has purchased the capital stock of the United Auto Supply Company, Publicity Manager William Press of the Western Auto Supply Company refuses all information, claiming no definite arrangement has been made as yet. However, from outside authentic sources the opinion prevails that the merger is assured.

The Western Auto Supply Company acknowledges it has been negotiating for the purchase of capital stock of the United Auto Supply Company, the headquarters of which are located at 711 Mission St., San Francisco. Its branches are in Berkeley, Fresno, Oakland, Stockton, San Mateo, Santa Barbara, Sacramento and Los Angeles.

The corporation has assets, according to the statement of November 1, 1924, of $354,377.16.

HODGINS BRANCH MANAGER OF TRUCK CO. AT L. A.

Los Angeles, Cal., Dec. 28.—Thomas M. Ray, vice-president of the Motor Truck Company of California, Inc., outlined an expansion plan and announced two promotions at a gathering of company executives and employees recently.

W. H. Hodgins, former sales manager, has been promoted to the position of Los Angeles branch manager. K. L. Browne, formerly a salesman, succeeds him.

According to Ray, plans have been perfected to double the sales of Federal trucks in the Coast territory next year, although 1925 produced the largest number of sales in the history of the business.

TO START FACTORY FOR CONNECTING ROD BOLTS

Des Moines, Ia., Dec. 28 (U. T. P. S.).—J. C. Monckmeier of Tipton, Ia., will start a factory here in the spring to manufacture specially patented automatic connecting rod bolts for automobiles.

NEW LICENSE RULING

Grand Forks, N. D., Dec. 28.—Automobile owners in North Dakota who are registering for more than one car in 1926 must not only file separate applications but must also remit separate checks to cover the cost of each license, according to announcement from the office of the secretary of state. The reason for this action is explained in the action as a movement to speed up the efficiency of the state department.

GLYCERINE SOLUTION

Chicago, Dec. 28.—James S. Kirk & Co. of Chicago have introduced a distilled glycerine solution as a cold weather aid to rescue frozen radiators and stalled cars. The solution has won the approval of the United States Bureau of Standards.

Bumpers Lead Accessory Sales in Philadelphia

PHILADELPHIA, Pa., Dec. 28 (U. T. P. S.).—Back to bumpers—that was a feature of the past week's trading, the double-bar styles being especially in demand. Gift goods of many kinds, in holly boxes and wrappings, passed over the counters for Christmas. In this array were included stop and spotlights, horns, flashlights and wrenches.

Aluminum step-plates, driving gloves, wrench sets complete, robes, non-skid chains, anti-freeze solutions, gasoline gauges, wing locking caps, automatic windshield wipers and hood and radiator covers came back to the strength they held several weeks ago.

Garage heaters, small tools of many types and very few large machines in the line of shop equipment have been moving. The announcement that there will be a special section for shop equipment display and demonstration at the annual Automobile Show at the Commercial Museum in January, evidently stirring up considerable interest, there have been numerous inquiries as to the types of devices to be shown.

Accessory shop proprietors appear to be in an especially optimistic frame of mind as the New Year is at hand and express the belief that the first three months will find lively trading.

Replacement Parts

GOODRICH TIMER

Shell of the Goodrich timer for Ford cars, made by the Goodrich-Lenhart Manufacturing Company, Hamburg, Pa., is a one-piece stamping of heavy gauge steel, specially designed for the fiber ring.

The contact roller is made of case-hardened steel, as are the pins. The contact shoes are extra heavy, accurately fitted and countersunk, then reground flush with the fiber to insure a smooth, unbroken surface.

The fiber insert between contact screws is said to be proof against short-circuiting. Lubrication is by means of a handy oiler.

While the roller is standard equipment, a brush is furnished instead to those who desire it. With the brush a soft spring is used so as to minimize friction.

To replace the brush it is only necessary to remove a cotter pin and insert a new brush. This can be done without removing the brushholder from the shaft.

Each timer is tested and inspected before leaving the factory and is packed individually in a dustproof carton.

The timer with rotor sells complete for $1. The shell alone sells for 75 cents, the rotor assembly for 25 cents and the wiping brush for 35 cents.

BUS LINE RECEIVER ASKS HIGHER FARE

Indianapolis, Dec. 28 (U. T. P. S.).—A petition asking for authority to file an application with the Public Service Commission asking for an increase of probably 1 cent a mile in the fares of the Indiana Red Ball Lines, Inc., now in receivership, has been filed in Probate Court here by Fred Bates Johnson, attorney for Fred I. Jones, receiver of the company. The present rate averages about 1½ cents a mile, Johnson said. Mr. Jones, who is president of the Union Bus Station Company and of the Indiana Red Ball Lines, Inc., has been appointed receiver for both companies with authority to continue the operation of the business.

INCREASES BUSINESS

Decatur, Ill., Dec. 28.—The Decatur Washington Auto Supply Company, 556 North Water St., established less than three months ago, handling wholesale distribution of auto accessories, specialties and garage equipment, has trebled its capital stock to handle its increasing business. W. H. Huber, manager, has announced that its stock room is to be enlarged as a result of the business increases and all lines of supplies extended. The store carries five salesmen, three stock men and shipping department employees, besides an office force.

VISIT BY JAPANESE

Seattle, Wash., Dec. 28 (U. T. P. S.).—Japanese agents of the Associated Oil Company were interested visitors to Seattle recently, inspecting the plant of the oil concern, which they are representing in Japan, Korea and Manchuria. Kyohei Kato and M. Akazawa are the names of the distinguished guests, who will make a visit to other points on the Pacific Coast, going down to California on the next step of their six months' tour of the world in quest of knowledge and entertainment.

Orlando Dealers Report Sales Normal

Orlando, Fla., Dec. 28 (U. T. P. S.).—Local automobile accessory dealers in Orlando report trade in accessories about normal for this time of year. They report that the recent price cut in motor cars has not injured the sales of accessories.

D. L. Miller, manager of City Beautiful Station, reports that accessories are selling 100 per cent. better than they were last spring. The Christmas season he says, did not affect the s[illegible]any. He finds that the accesso[illegible] in greatest demand are spot lights, motor meters and horns..

Other accessory dealers report sales for the past week about the same as the previous seven days. The article in greatest demand being the spotlight or sometimes the road light.

Toronto Reports 25 Per Cent. Increase

Toronto, Dec. 28 (U. T. P. S.).—According to A. E. Winston, a leading automotive accessory dealer, the past week has shown almost a 25 per cent. increase in the accessory business in this city as compared to the week preceding Christmas in 1924.

The open weather in Toronto and absence of snow the past few weeks says Mr. Winton, has cut down a bit on the sales of the accessories more generally called for in the winter season. Accessories for Christmas were chiefly spot lamps, parking lights, dash lamps, stop lights and combination receivers and match-box holders.

I. S. S. O. SPREADING

Oakland, Cal., Dec. 28.—Independent Service Station Owners, Inc., formed for the purpose of providing better service for motorists, is progressing rapidly in its organization work throughout Californa and neighboring states. This group was established here under the direction of A. B. Morris, its present secretary, about a year ago, with a membership made up entirely of privately owned gasoline and oil station conductors.

MECHANICS ENTERTAINED

Oakland, Cal., Dec. 28.—Managers and mechanics employed by members of the Oakland Motor Car Dealers' Association were guests of the California Compressed Air Corporation here last [illegible]. The automobile men inspected the corporation's plant and were afterward tendered a banquet.

Financial News of the Automotive Industry

AUTO STEEL STILL IN HEAVY DEMAND

Companies Placing Orders for Future Requirements

Pittsburgh, Dec. 28.—Despite the Christmas holiday, steel production up until Thursday before Christmas, maintained an average in the Pittsburgh district to 92 per cent. of capacity and in the Youngstown region, about 90 per cent. The larger steel companies closed their mills on Thursday afternoon and did not resume until Saturday morning. The smaller companies, not producing pig iron and ingots, remained closed until Sunday night.

A leading full-finished sheet maker reports that despite some letdown in motor car production, requirements for highly finished sheets continue well sustained. Judging from the volume of inquiry this interest points out that subsidiary companies of General Motors are evidently planning for heavy output during the early part of 1926. This company supplies a number of General Motors automobile builders with their sheet steel requirements and states that orders show no recession from such buyers.

On the contrary, several of such companies are taking larger quotas than are needed to maintain production at the current level, but are fortifying themselves against increased production several months from now.

In declaring an extra dividend of 50 cents a share on common stock for the fourth quarter, directors of Newton Steel Company stated earnings during the year warranted such action. This company has been paying 50 cents a share each quarter, and will pay for the entire year $2.50 compared with $2.40 in 1923.

On the whole, steel producers catering to the automobile trade believe the fist half of 1926 will be quite satisfactory from the standpoint of gross business. All of the non-integrated sheet rollers in this area, devoting a large or small part of their output to the motor car industry, are running close to normal.

Trumbull Steel, catering largely to the automobile trade, is maintaining production with little cessation. Much of the output of its sheet and strip steel goes to such consumers, and there has been as yet little or no deflection in production schedules. Moreover, some of its principal automotive customers, such as Ford Motor Company, have assured the company they will assist in its rehabilitation.

Deny Purchase of Vesta Battery Co.

Chicago, Dec. 28.—Purchase of Vesta Battery Company was rumored last week coincident with increased activity and a sharp rise in the company's stock on the Chicago Stock Exchange. Mention of Stewart-Warner and of W. C. Durant in this connection, however, met with flat denials from officials of Stewart-Warner and interests close to Mr. Durant.

Market circles base their expectations of such a deal on the probability that Stewart-Warner may be fit in the near future to put out radio sets complete in every detail including batteries, cabinets, tubes and loud speakers. Stewart-Warner produces all of this equipment except batteries, but the management has not as yet announced its intention to step into the battery field.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925 High	Previous, 1925 Low	Div.		Sales	High	Low	Close	Change
20	13	....	Advance Rumely	4.400	19⅝	18	19	+ 1½
62¼	47	3	Advance Rumely pf	2.000	60¾	58½	60⅝	+ 2⅛
15⅞	9¾	....	Ajax Rubber	5.200	11	10⅝	10⅞	+ ⅛
97¼	71½	6	Allis-Chalmers	8.900	95⅛	93	93½	— ⅝
109	103¼	7	Allis-Chalmers pf	300	109	108	109	+ ½
54½	26⅛	....	Am. Bosch Magneto	3.200	32	31	31½	— ½
20	11¼	1	Am.-La France	2.300	15½	15	15⅛	— ⅜
100	95½	7	Am.-La France pf	100	98½	98½	98½	— 1
44½	27	1.50	Briggs Mfg. Co.	7.600	33⅜	31½	33¼	+ 1½
52	27½	3	Chandler Motor	9.800	47⅞	45¼	47¾	+ 2¼
253	108¼	....	Chrysler Corp.	126.100	201¾	183	195½	+ 2¼
111⅞	100⅛	8	Chrysler Corp. pf	1.000	106	106	106	— ¼
15½	8¼	.80	Continental Motors	5.800	12	11½	12	+ ⅛
48¾	21¾	....	Dodge Bros. A	71 900	43⅛	40¾	42¾	+ 1⅜
91½	73½	7	Dodge Bros. pf	7.600	87⅝	87	87⅝	+ ¼
30½	10½	2	Eaton Axle & Spring	3.600	28½	27⅞	28	....
80	60¾	6	Electric Stor. Battery	5.600	74¼	72¼	72¾	— 1⅝
5½	1⅞	....	Emerson-Brant	900	3½	3⅛	3½	+ ⅛
26¾	8	....	Emerson-Brant pf	200	22½	22½	22½	+ ½
17¾	12	.64	Fifth Ave. Bus	100	15¼	15¼	15¼	— ¼
125	60¼	5	Fisher Body	7.300	99½	95⅛	99	+ 2⅞
28¾	10½	....	Fisk Rubber	44.800	24⅛	21⅛	23¼	+ 1¾
116½	75½	7	Fisk Rubber 1st pf	3.800	113½	112	113½	+ 1½
39⅞	28⅞	3⅛	Gabriel Snubber	2.100	35⅝	34¾	34¾	— ½
16¼	4⅛	....	Gardner Motor	1.600	8½	7½	8	+ ½
149¾	64⅝	12	General Motors	98.300	117⅞	111¾	115⅞	+ 3
115	102	7	General Motors 7s deb	300	115	115	115	....
26½	12½	2	Glidden Co.	6.900	25	23½	24½	+ ⅛
74¾	36¾	4	Goodrich	12.200	62⅝	60⅛	61⅞	— ¼
102	92	7	Goodrich pf	300	96¾	96½	96½	— 2¾
114⅝	86⅛	7	Goodyear T. & R. pf	1.500	104½	103½	104½	+ ⅛
109	103	8	Goodyear T. & R. pr pf	100	107	107	107	....
49½	30	3.50	Hayes Wheel	1.700	44½	43⅞	44	....
139½	33¾	3	Hudson Motor Car	314.300	114¼	100¾	110¼	+ 8¾
31	14¼	1	Hupp Motor Car	20.900	27½	26⅛	27	+ ⅞
24	13	.50	Indian Motocycle	200	20¼	19⅛	19⅛	— ⅞
65	35⅜	3	Jordan Motor Car	4.500	46½	44	46	+ 1½
21⅝	12¼	....	Kelly-Springfield	3.400	18½	17¾	18⅜	+ ⅜
72	43	....	Kelly-Springfield 6s pf.	100	69¼	69¼	69¼	— 1¾
124	87	6	Kelsey Wheel	6.400	123	116	121¾	+ 5⅞
3½	1¾	....	Keystone T. & R.	1.500	2⅛	2	2⅛	....
19	11⅝	....	Lee Rubber & Tire	1.500	13¾	13½	13½	— ¼
242	117	6	Mack Trucks	28.600	223	211⅛	220	+ 9
113	104	7	Mack Trucks 1st pf	300	110	110	110	— ½
32⅞	10⅜	2	Maxlin Rockwell	4.800	28	27	28	— ⅜
42	22¾	3	Moon Motors	4.000	36	34	35⅞	+ 1⅞
44⅞	40	3.60	Motometer A	700	41	40⅜	40⅜	....
35	18	2.20	Motor Wheel Corp.	1.300	30½	30⅛	30¼	— ⅜
21½	13	....	Mullins Body	200	18	17½	18	....
89½	80⅛	7	Mullins Body pf	500	89½	88½	89½	+ 2½
42½	5¼	....	Murray Body	33.900	19½	10½	13¼	— 2⅜
488	193½	16	Nash Motors	1.700	464	455½	462	— 3
48½	15	2	Packard Motor Car	12.500	39⅞	38¼	39½	+ ⅞
33	17⅞	1.80	Paige-Detroit Motor	3.700	26⅛	25½	26	+ ½
47¾	10⅞	....	Pierce-Arrow	16.600	36⅛	33¼	35½	— ½
100	43	....	Pierce-Arrow pf	2.700	93¾	91	92¾	+ 1⅝
18	8	....	Reynolds Spring	2.600	9⅝	9⅛	9⅛	— ⅞
36¾	15½	....	Spicer Mfg. Co.	3.200	27	25⅞	26½	— ⅜
96½	55	6	Stewart-Warner Speed	53.600	95	90¾	92¼	— 1½
89⅝	61	6	Stromberg Carburetor	100	78½	78½	78½	— ¾
68⅝	41¼	6	Studebaker Co.	21.100	56⅞	55⅜	56⅜	+ ⅝
59⅞	37¾	4	Timken Roller Bear.	7.400	54¾	53⅝	54	— ½
97¼	81	....	U. S. Rubber	127.600	83¼	76½	82⅞	+ ¾
108¾	92¾	8	U. S. Rubber 1st pf	1.400	107¼	106	107¼	+ ½
104½	57⅛	4	White Motors	23.300	83½	79¼	82½	+ 1½
34⅞	9⅛	....	Willys-Overland	43.200	26⅝	25½	26⅜	+ ½
123⅞	72¼	7	Willys-Overland pf	12.600	122⅝	90¼	93½	—27⅞
48¾	22⅞	.75	Yellow C. & T. B.	22.100	30⅞	26⅝	30½	+ 2½

NEW YORK CURB MARKET

16⅝	11	1.50	Aero Supply B	900	14½	14	14	— ¾
24¾	10	....	Checker Cab A	100	10	10	10	....
57⅞	44	....	Chrysler Corp. w i	82.700	50¾	45¾	49	+ ½
32	19½	....	Cleveland Motors	2.900	30	29¼	30	+ 1
21	9⅞	....	Durant Motors	23,000	13⅞	11½	13¼	+ 1
79	67	6.50	Electric Auto-Lite	1.100	72	71	71	— 2⅞
16½	6⅞	....	Fageol Motor	1.800	10¼	9⅞	10¼	....
47⅝	30	1.20	Federal Motor Trucks	1.800	37¾	36½	37⅝	— ⅛
120	96	7	Firestone T. & R. pf	30	99	99	99	— ⅛
108	103¼	....	Fisk Rubber 1st pf w i	125	108	107	108	+ 2
690	462	20	Ford Motor of Canada	30	625	621	625	+ 1
42⅞	16½	....	Franklin Mfg. Co.	1.200	34	31⅞	34	+ 1⅝
49⅝	24⅝	....	Goodyear T. & R.	6.700	38½	36¼	36½	— 1½
72½	61¼	4	Hood Rubber	100	66¼	66¼	66¼	— 3⅜
19⅞	5	....	Intercon. Rubber	6.800	18⅜	14½	18	+ 3⅞
50	35½	....	Miller Rubber, new	3.100	39¾	35½	37½	— 2
28	15¼	1.65	Reo Motor	1.200	23¼	22¾	22¾	— ¼
14⅛	4½	....	Republic M. Truck ctfs	1.400	9	8½	8⅞	— ⅛
16	8½	....	Standard Tank Car	500	11	10¼	11	....
36¼	6	....	Stutz Motor Car	34,000	36¼	28½	36¼	+ 8¼
17¼	4⅛	....	U. S. Rubber Recl.	1.000	15⅛	14¾	15⅛	+ ⅜
22	9	....	Yellow Taxi, New York	13.900	12⅝	10½	12⅛	+ 1¾

(The above table shows last week's stock movement, complete.)

Current Commodity Prices

New York, Dec. 28.—On the basis of an increase in rubber stocks, the London market was somewhat weaker and that condition found reflection in dull trading in New York. Bulk gasoline is a trifle easier. Large export buyers are looking for lower prices and are consequently withholding their orders. Buying of steel continues heavy in spite of the usual shutdowns for inventory taking. The price situation is unchanged.

STEEL PRODUCTS

Semi-Finished—Gross Tons	
Billets, rerolling	— a35.00
Billets, forging	$40.00a41.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.60a 1.70
Blue annealed sheets	2.50a 2.60
Black sheets	3.35a 3.40
Auto body	4.40a 4.50
Bands	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.20a 2.30
Pig Iron, Basic—	
Valleys	20.00a21.00
Eastern Pennsylvania	22.00a23.00

IRON AND STEEL SCRAP

(Buying prices, f. o. b., New York.)	
Heavy melting steel	$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b., mill.	
High brass sheets	19⅛a —
Copper, in rolls	21⅝a —
Zinc, spot, New York	9.05a 9.10
Lead, spot, New York	9.25a 9.30
Aluminum, virgin 98a99%	28 a 29

SEAMLESS TUBING

High brass	24.00
Copper	24.75

RODS

High brass (round ⅝ to 2½ in.)	16⅞a —
Copper, rods, round	22⅛a —

OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York:—

Heavy machinery com.	9⅛a9⅝	10⅞a11⅜
New brass clippings	8⅞a9⅛	10¼a10½
Auto radiators	6¾a7	7⅞a 8
Brass, heavy	7 a7⅛	8⅛a 8⅜
Brass, light	6½a7⅛	7⅝a 7¾

RUBBER MARKET

Plantations—	Bid	Asked
First latex crepe, spot	90	91
December	90	91
January-March	88	89
April-June	85	86
Ribbed Smoked Sheets, spot	90	91
December	90	91
January-March	87	88
April-June	84	85
Para-Up-River, fine, spot	87	88
Island, fine	—	82

SCRAP RUBBER

Inner tubes, No. 1	11	a 12
Inner tubes, No. 2	8	a 9
Inner tubes, No. 2 red	7	a 8
Tire, automobile, white, ton	$60.00a70.00	
Mixed auto tires	40.00a45.00	

Reclaimed rubber—Tire reclaimed, 10c; shoe reclaimed, 10½c; tube reclaimed, 18½c.

OIL AND GASOLINE

MOTOR GASOLINE

Garages (steel barrels)	— a17
Up-State New York	— a17
Single tank cars, delivered, New York	12½aNom.

CRUDE PRICES AT WELLS

EASTERN—			
Penn. grade oil in N.Y Tran. Co. lines	$3.65	Penn. grade oil in Buckeye P. Line Co. lines	$3.30
Bradf'd District oil in Nat. Tran. Co. lines	3.65	Cabell	2.10
Penn. grade oil in Nat. Tran. Co. lines	3.55	Corning	1.85
Gaines grade oil in Nat. Tran. Co. lines	3.20	Ragland	1.15
Penn. grade oil in S. W. Pa. Pipe lines	2.55	Somerset	2.20
Penn. grade oil in Eureka P Line Co. lines	3.50	Somerset, light	2.55
		CENTRAL—	
		Lima	1.98
		Indiana	1.78
		Princeton	1.87
		Illinois	1.87
		Wooster	2.00
		Waterloo, Ill.	1.00
		Plymouth	1.40
		Canadian	2.38

Stocks of Rubber Larger in London

London, Dec. 28. — Rubber stocks here on December 26 totaled 5,511 tons, an increase of 140 tons over the amount on hand at the end of the previous week, according to the Rubber Association.

Battery Co. as Dividend Payer

Philadelphia, Dec. 28.—The action of the Electric Storage Battery Company in increasing the regular dividend rate from $4 to a $5 basis draws attention to the interesting dividend record of this company. For nine years, or from 1910 to July, 1919, it paid 4 per cent. per annum, or 1 per cent. quarterly on the old $100 par stock. Toward the close of 1919, in October, there was a reflection of the big expansion of the company's business, along with its development of automobile trade and the quarterly dividend was advanced to 2 per cent. Quickly following this, three months later, the basis was brought up to 2½ per cent., and after three quarterly payments at that rate was raised to 3 per cent., or 12 per cent. per annum, at which figure it remained until the recapitalization in 1922.

The present no par stock started with payments of 75 cents a share quarterly, but in January, 1923, the regular quarterly rate was increased to $1, which has since been maintained until grain increased two weeks ago to $1.25. The extra dividend of $1 per annum has been declared in December, 1923, 1924 and 1925.

CALL CHANDLER MERGER LOGICAL

Consolidation With Cleveland Develops a Powerful Unit

NEW YORK, Dec. 28.—Formation of the Chandler-Cleveland Motors Corporation is a logical step in the development of a well-rounded automobile unit under the management of the Chandler interests, following a practice which has proved successful of bringing together two non-competitive lines in different price fields, according to Dow, Jones & Co.

The Cleveland Automobile Company was formed by the Chandler interests in 1919 to develop a low-priced six-cylinder car. Stockholders in the Chandler Motor Car Company were given the right to subscribe to one-fifth of a share of 8 per cent. preferred stock in the Cleveland company and received as a bonus four shares of Cleveland common. The 70,000 shares of Chandler Motors stock then outstanding were subsequently increased to the present 280,000 shares by stock dividends. The preferred stock in the Cleveland company which Chandler stockholders subscribed for has paid dividends of 8 per cent. continually and will be retired at 105, thereby returning the original investment in the company.

Auto Manufacturers Hold Key to Future, Is Opinion

New York, Dec. 28.—Prosperity for the motor industry in 1926 will be what the manufacturers themselves make it, in the opinion of Dow, Jones & Co. "The general welfare of the country means continued good retail buying and there are prospects of great expansion in the export markets," this agency comments. "The public taste for better motor cars has been developed, and better motor performance is available today at under $1,000 than was obtainable twenty years ago at any price.

"The motor industry's price policies have gained the confidence of the public and automobiles sell for nearly one-third less than before the war, while other commodities are generally about two-thirds above pre-war levels. Yet there is no other major industry that can boast the same high earning power on capital invested. The industry has been built up to its present huge proportions largely from reinvested earnings; its properties are remarkably free from debt in the form of bonds or of preferred stocks; and its common stocks generally have high earning power with conservatively appraised equities.

"It has been only during the past year that the investing public has paid any attention to the good-will factor in the motors. This item is now receiving liberal appraisal in the market quotations. So far as the position of the industry is concerned, it was probably never in a better position to face the future. Inventories are low, cash is high, and the trend of retail demand continues to rise. Stocks of unsold cars normally accumulate at this season of the year, but in relation to the volume of business being done they are probably lower than a year ago.

"There is plenty of capacity in the industry and the greatest bogey is the possibility of overproduction, which may involve costly forced liquidation. There seems to be a general disposition among manufacturers to retrench when the first danger signals of a contracting demand appears. They have

BALLOON TIRES HEWITT CORD TIRES

Every enterprising dealer has formulated an opinion as to what constitutes a good tire franchise. Write today for the Hewitt proposition and you will find that Hewitt Tires and the Hewitt Policy will come pretty close to your highest expectations.

HEWITT RUBBER COMPANY

Buffalo. New York.

Automotive Daily News

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The Danger Line in Time Payments

By STEWART MACDONALD
President of the Moon Motor Car Company

IT seems to me that, generally speaking, as the automobile industry grows larger and more successful, thus becoming a more potent factor in the upbuilding of the nation, automobile financing is getting upon a firmer basis, and as far as I am personally concerned, I do not believe that there is a definite trend toward the adoption of methods that might prove destructive to the credit selling structure now used by the trade.

Smaller down payments and eighteen to twenty-four months terms do increase sales volume, and it is my frank opinion that if the industry continues to stress smaller down payments and longer terms, such procedure will react with possible serious results to the car distributor and dealer structure and obviously to the automobile factories which the distributors and dealers represent, so that there is danger in lowering the down payment and in lengthening the terms.

In other words, if the car makers, sellers and finance companies let down the bars to such an extent as to lower the initial payments below one-third the list price of the car, such procedure can have none other than a detrimental effect on the entire industry.

A uniform plan of financing automobiles concurred in and rigidly adhered to by the automobile manufacturers, the sellers and the finance companies would, in my opinion, strengthen the present credit structure and would tend to a great extent, of course, to keep it stabilized. The plan, of course, should include a set down payment and a set time limit on the balance.

It is hard to conceive of the automobile industry being on such a high plane as it is today, with all the great benefits derived from it, if the automobile business had to be conducted on a cash basis.

Save Rubber!

HERBERT HOOVER, Secretary of Commerce, with the assistance of the National Automobile Chamber of Commerce, the Rubber Association of America and the American Automobile Association, has launched a rubber conservation campaign to combat the artificially created shortage of this basic necessity of modern life. Every individual in the industry, as well as all car owners, will be urged to help save rubber in every possible way.

This is the only hope on the horizon. The Stephenson restriction act, which limited export of rubber from British colonial plantations, automatically slowed up production. Reserves of rubber have been largely exhausted, and it will be months before production can again be stepped up to meet the demand.

Secretary Hoover's campaign will include not only conservation of rubber, but encouragement of production in other areas, such as the Amazon and Congo fields of wild rubber, which have lain nearly dormant for years, owing to the impossibility of competing with the plantation rubber from the East.

It is believed that by enlisting the earnest support of car owners and the trade, the conservation campaign can effect a 25 per cent. saving in consumption, without reducing the use of our cars by a single mile. This phase of the campaign will include the education of owners in the importance of maintaining the proper air pressure in their respective tires.

Another important method of reducing costs is contemplated in the formation of a single agency through which all rubber purchases will be made. This smacks almost of wartime emergency measures, but the present situation in the rubber field is an emergency in the fullest sense of the word.

TIRE SALES UP WITH LAST YEAR

Business Rather Slack, But Totals Good For Season

BOSTON, Dec. 28 (U. T. P. S.).—The past week was the best both dealers and distributors of tires have had for some time past. Unusually mild pre-Christmas weather resulted in heavy motor traffic throughout the city and its environs.

While the week showed an improvement, it does not mean that the tire and tube demand has gone back to normal. It has not reached and will not reach for some time to come its old volume, despite the greater use of motor vehicles here than ever before, dealers say.

The rebuilt tire dealers and the used tire dealers are also getting a great deal of business from motorists who formerly bought only new tires.

The past week has been a good one for the sale of truck tires. Many owners of truck fleets take the period just before New Year's for inspecting their trucks and replacing faulty tires. The steady campaign waged by the motor registry officials has also helped to increase the sale of truck tires.

Dealers on the whole are well stocked just now in anticipation of the 1926 trade. They are wary in reordering, due to the uncertainty of tire prices. The Majestic Motor Sales Company announces, however, that they have on hand however, that it has on hand $100,000 worth of tires and tubes, and that it expects another increase in tire prices from the factories.

With its business at its peak and much new business in sight, the Boston Tire Rebuilding Company has just been informed that it will have to vacate its present quarters, due to expiration of the lease. New quarters have not yet been secured.

Balloon tires are steadily increasing in use, although the percentage is not as great as straight cords. An average for the city might be tallied safely at 40 per cent. balloons of all tires sold the past couple of weeks.

The Peabody Tire Rebuilding Company has just installed several new re-treading machines and also has landed a job from the city of Peabody to rebuild a large number of tires for city cars.

Holiday Shopping Cuts Sales in N. Y.

New York, Dec. 28.—Tire selling was only fair the past week, according to the majority of reports, in spite of the fact that the weather was favorable for driving. One reason given for the slack is that chauffeurs have been kept busy driving employers for Christmas shopping.

"The periods when chauffeurs have time to hang around the shop a little are when we sell best, both tires and oil," says John A. Acker, proprietor of the Circle Rubber Tire Company. This will come after Christmas, he thinks. Inner tubes for balloon tires are selling well.

Evansville Dealers Are Well Stocked

Evansville, Ind., Dec. 28.—General overstocking seems to be the condition here. Seven of the eight leading distributors of nationally advertised brands of tires report stocks as considerably above normal trade requirements, and from 15 to 75 per cent. over the volume of 1924. At the close of the week ended Saturday, December 19, a total of $995,000 in tires was reported on hand by these eight dealers.

Sales for the week ended December 18 showed a total of $41,100, as against $34,100 for the same eight distributors during the preceding week. Five distributors reported gains over this period of last year, and the other three kept at the same sales volume.

Sales Continue Fair In Columbus District

Columbus, O., Dec. 28 (U. T. P. S.).—Sales of automobile tires of all kinds are holding up quite well in Columbus and central Ohio, according to a survey of the situation. Business, while interfered with to a certain extent by the holiday season, has been better than during the corresponding week last year.

Practically all dealers report the volume better than last season at this time and also equal to the sales of the previous week. The business so far this month is ahead of that of last year at this time and is about equal to that of November up to this time.

New Haven Dealers Experience Slump

New Haven, Conn., Dec. 28.—Tire sales slumped considerably during the past week, according to a survey of the local tire dealers.

"Our tire sales for the past week showed the usual winter slump which comes along about this time," said Edward Byron of the Byron Tire and Rubber Company. "Sales for 1925, however, will surpass our 1924 total."

A. N. Alderman of the Connecticut Tire and Rubber Company also reports the usual winter slump in his tire sales.

Tire sales for 1925, the survey shows, will be somewhat in advance of 1924 sales totals.

MAIL ORDER BUSINESS

Olympia, Wash., Dec. 28.—Striking directly at mail order competition in selling automobile tires, the McCoy Auto Company of Vancouver, Wash., much of whose territory includes farming districts where mail order trading is firmly established, is carrying on an advertising campaign asking that the prospective purchaser compare its price quotations on Goodyear cord tires with prices quoted in the mail order catalogs on other makes of cord tires. The Vancouver concern not only guarantees that its prices will be found to be lower, but also offers to mail the tires, postage prepaid, to any customer.

Tire Notes

DELIN STORE LARGEST

South Tacoma, Wash., Dec. 28.—The Delin Tire Company, operated by Hugo and Charles Delin, is now completing an outside areaway that will give it 2,500 feet of floor space in caring for its customers. The new addition gives the concern a fifty-foot frontage on Union Avenue, and is the largest quarters of any exclusive tire store in this city.

BANKRUPTCY PETITION

New Haven, Conn., Dec. 28.—The H. H. Allyn Rubber Company of Norwich, engaged in the manufacture and sale of self-sealing automobile tires, has filed a voluntary petition in bankruptcy in the local bankruptcy court. Liabilities were listed at $10,873.69, of which $9,727.69 were in unsecured claims. The assets were listed at $915.

FIRESTONE WAREHOUSE

Houston, Tex., Dec. 28 (U. T. P. S.).—Immediate construction of a large warehouse to be used by the Firestone Tire and Rubber Company here was announced last week. The building, when completed, will cost around $50,000. It will provide more than 175,000 square feet of space for the company and will house the factory branch of the Firestone Company at Houston.

PRICES UP IN ENGLAND

London, Dec. 28 (U. T. P. S).—A further increase in price of 20 per cent. on solid and balloon tires and inner tubes and 15 per cent. on ordinary casings is announced as inevitable. This will make the fourth rise in tire prices since last May.

CAPITAL STOCK CHANGED

Chicago, Dec. 28.—The Bauer Tire and Rubber Company of this city has changed its capital stock from 4,000 shares, no par value, to $300,000.

TACOMA KELLY DEALER

Tacoma, Wash., Dec. 28.—The West Coast Steel Company has been appointed distributor in Tacoma for the Kelly-Springfield tires. S. E. Stokes, formerly of the Stokes Tire Shop, has taken charge of the company's repair shop.

Coming Automotive Events

DECEMBER

29—**San Francisco, Cal.** Meeting of the Society of Automotive Engineers of Northern California, Engineers Club.

JANUARY

9-16—**New York City.** National Automobile Show.
—**Waterbury, Conn.** Waterbury Automotive Dealers' Association, annual auto show. Date not set.
9-17—**Milwaukee, Wis.** Eighteenth Annual Automobile Show.
11—**New York City,** National Automobile Dealers Association, third annual convention of the Atlantic Coast district.
11—**New York City,** National Automobile Chamber of Commerce, motor truck convention.
11-13—**New York City.** Second World Motor Congress for Foreign Automotive Officials.
11-16—**Chicago.** American Road Builders' Association Annual Convention.
14—**New York City.** Society of Automotive Engineers, annual dinner. Hotel Astor.
21-22—**Buffalo, N. Y.** Winter sectional meeting of the American Society for Steel Treating.
16-23—**Newark, N. J.** Nineteenth Annual Newark Automobile Show.
16-23—**Philadelphia.** Twenty-fifth Annual Automobile Show.
16-23—**Cincinnati, Ohio.** Automobile Show.
16-23—**Milwaukee, Wis.** Automobile Show.
16-23—**Buffalo, N. Y.** Twenty-fourth annual automobile show.
18-23—**New York City.** Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
18-23—**Columbus, Ohio.** Columbus Automobile Dealers' Association, Motor Hall Show.
18-23—**Elmira, N. Y.** Elmira Automobile Dealers Association, Sixteenth Annual Auto Show.
19-21—**Buffalo, N. Y.,** American Petroleum Institute, winter sectional meeting.
19-21—**Los Angeles, Calif.** American Petroleum Institute, sixth annual meeting.
21-22—**Detroit.** Michigan Independent Oil Men's Association.
21-22—**Los Angeles, Cal.,** American Society for Steel Treating, sixth annual meeting.
23-30—**Montreal, Canada.** Annual Motor Show.
23-30—**Cleveland, O.** Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
23-30—**Baltimore, Md.** Twentieth Annual Automobile Show.
23-30—**Detroit, Mich.** Twenty-fifth Annual Automobile Show.
23-30—**Brooklyn, N. Y.** Fifteenth annual automobile show.
25-30—**Scranton, Pa.** Scranton Motor Trades Association Auto Show.
26—**American Road Builders' Association.** Good Roads Week.
26-29—**Detroit, Mich.** Society of Automotive Engineers, annual meeting.
27—**Detroit.** Michigan Highway Association.
27—**Detroit.** Michigan Automotive Trades Association Sixth Annual Convention.
30-Feb. 6—**Washington, D. C.** Automobile Show.
30-Feb. 6—**San Francisco, Cal.** Tenth Annual Pacific Automobile Show.
30-Feb. 6—**Chicago.** Eleventh Annual Automobile Salon, Hotel Drake.
31-Feb. 6—**Chicago.** National Auto Show.

FEBRUARY

2-6—**Denver, Col.** Denver Automobile Dealers' Association, annual show.
2-9—**Atlantic City, N. J.** Atlantic City Auto Delaers' Association, annual show.
3-6—**Springfield, Ill.** Seventh Annual Show.
9—**Springfield, Ill.** Illinois Automotive Trade Association, annual convention.
6-13—**Providence, R. I.** Rhode Island Automobile Dealers' Association, annual automobile show.
6-13—**Minneapolis, Minn.** Minneapolis Automobile Trade Association, Northwestern automobile show.

TRUCK DEALERS SHOW OPTIMISM

Sales Slow Now, but 1925 Far Ahead of Last Year's Figures

Long Beach, Cal., Dec. 28.—Although business is slow with some of the truck dealers at present, they all agree that the prospects for the future are good. In addition to the increased activities in the harbor district and the continued building operations here, the oil boom is adding its bit in creating a demand for heavy-duty trucks.

"While out truck business is much better than a year ago this date," says C. O. Brunn, sales manager of Able-Smith Company. "business the past week remains about the same as the week previous. Prospects for the future are very good."

"Business is about the same this week as last," stated A. C. Hill, sales manager of C. B. Bellows, Inc., "but our present volume is about double that of last year at this time. The prospects for the remainder of the winter are very good. Our best seller is a 158-inch wheel base, with stake body."

According to Homer W. Bodum his truck business was about the same this week as last. He reports that not many trucks were sold during 1923 and 1924, that during that period there were too many idle trucks, that the present year has shown a marked improvement, and that, further, the oil boom will lead to more sales.

"Our regular dump truck is our best seller," said Bodum.

"We have done practically no business this month," stated W. W. Ross, sales manager for Frank L. Darling. "Buyers are marking time till the first of the year."

He declared, however, that his firm's sales this year exceeded 1924 by 30 per cent. He further stated that his concern is expecting a wonderful truck business for the year 1926.

USED TRUCKS IN DEMAND

Boston, Dec. 28 (U. T. P. S.).—The period between the first of the Christmas shopping rush and straightening out of fiscal affairs at New Year's by fleet owners and owners of one or two trucks is such a busy one that the matter of new trucks is generally disregarded for the time being. Despite this the month of December has been a good one for the sale of trucks in Boston and the rest of New England territory.

Used trucks had a particularly good sale during the past week and many express companies, truckers and others bought used cars to help out the holiday rush, which was unprecedented this year, due to good pre-holiday weather and general prosperity.

INVENTORY PERIODS CLOSE TRUCK PLANTS

Evansville, Ind., Dec. 28.—While actual production will cease at the Graham Brothers motor truck building plant during the annual inventory period, about one-half of the normal operating force will be assigned special jobs for the week, J. A. Merchant, assistant secretary, announced. The plant ceased production today until January 2.

The automotive department of the Hercules Corporation, builders of Ford, Chevrolet and Graham truck bodies, has closed until January 4 for the annual inventory period.

Prosperity in '26 Predicted for Bus And Truck Makers

Detroit, Dec. 28.—That 1926 will be a prosperous year for bus and truck manufacturers is freely predicted by executives of truck companies. The motor truck industry follows closely general business prosperity, and with conditions as good as they are today, it seems that next year will be one of the big years in the truck and bus field.

Motor truck as well as passenger car manufacturers have learned in previous years that to expand too rapidly, building up large inventories and stocking dealers beyond their capacity to assimilate readily, is dangerous. In consequence, when the new year arrives, most truck and bus manufacturers will be in a position to proceed on a firm footing.

Increasing demand from railroads for trucks to act as auxiliary lines for short hauls seems to hold considerable promise. Competition which faced the railroads at the beginning of 1925 has forced them to adopt the truck as an adjunct. In many instances now where the railroads do not own their trucking equipment, short hauls are farmed out under contract to trucking concerns.

The good roads movement, which has taken a firm hold in every state in the Union and in foreign countries, is paving the way for more travel by motor buses. Millions are spent annually by national, state and county governments to build permanent highways. Bus lines already radiate over the principal highways of the country, with direct lines from New York to Florida and Chicago, and connections to Southern and Western points.

Tire Manufacturers Report 1925 Best Year

Akron, O., Dec. 28.—The year just closing has been one of the greatest in the history of tire making, manufacturers in Akron, the world's tire center, agree.

With an output of automobiles far above the record of any previous year, and the consequent opening of a wider market for tires and tubes, factories have been running to the maximum and turning out a better product than ever before, according to Miller tire men.

Figuring the average tire replacements per car at 2.7 annually it is estimated that the 1925 consumption of tires in the United States will amount to approximately 50,000,000 tires, or almost two tires for every family in the country.

In spite of the tremendous number of tires in use, average mileage for each tire is hundreds of miles greater than in former years, because improvements in manufacture have lengthened the life and service possible, tiremen say.

The past year has seen a marvelous advance in the use of balloon tires, which, although popular at the beginning of the year, increased in favor to such an extent that practically all automobile manufacturers have either adopted balloons as original equipment or make balloon equipment optional with the purchaser.

Improvements which have lengthened tire life have been adoption of the flat tread principle, which permits even wear, greater traction and less flexing of the tire with every revolution of the wheel. The uniflex principle, permitting the even, uniform flexing of every part of the tire as a unit has reduced internal heat and friction to a minimum and has contributed probably more to tire improvement than most of the later manufacturing methods, it is claimed.

Manufacturers are making plans to meet the expected big demand for tires in 1926, and additions to factory buildings and improved machinery are expected to make possible the tremendous output that will be necessary to meet the demand during the new year.

RECORD COLLECTIONS

Bismarck, N. D., Dec. 28.—From less than $18,000 in receipts in 1911 to more than $1,000,000 for the first eleven months of 1925 is the financial record of the state automobile registration department of this state.

J.H. NEWMARK, Inc.
FISK BUILDING
250 West 57th Street, New York City
AUTOMOTIVE ADVERTISING

CURRENT PRICES OF PASSENGER CAR MODELS

AJAX—6-cyl. 108 W. B.
5 Touring ... $995 | 5 Sedan ... $995

APPERSON—6-cyl. 120 W. B.
5 Touring ... $1,575 | 5 Sedan ... $2,100
4 Coupe ... 2,050 | 5 Brougham ... 1,050

APPERSON—Straight 8-cyl. 130 W. B.
5 Touring ... $1,995 | 5 Brougham ... $2,450
4 Coupe ... 2,450 | 5 Sedan ... 2,595

AUBURN—6-cyl. Model 60. 120 W. B.
6 Touring ... $1,395 | 7 Sedan ... $1,990
6 Roadster ... 1,495 | 5 Brougham ... 1,595
5 W. Sedan ... 1,845 | 5 Sedan ... 1,795

AUBURN—8-cyl. 129 W. B.
6 Roadster ... $1,975 | 5 Sedan ... $2,350
4 Touring ... 1,995 | 5 W. Sedan ... 2,400
5 Brougham ... 2,250 | 7 Sedan ... 2,550

BUICK—6-cyl. Standard Six. 114¾ W. B.
5 Touring ... $1,150 | 5 Sedan ... 1,295
2 Roadster ... 1,125 | 5 Coach ... $1,195
4 Coupe ... 1,275

BUICK—6-cyl. Master 6. 120 W. B.
5 Roadster ... $1,250 | 5 Coach ... $1,395
5 Touring ... 1,295 | 5 Sedan ... 1,495

BUICK—6-cyl. 128 W. B.
4 Roadster ... $1,495 | 7 Sedan ... $1,995
5 Touring ... 1,525 | 5 Brougham ... 1,925
4 Coupe ... 1,795 | 3 C. Club ... 1,765

CADILLAC—Standard. 132 W. B.
5 Brougham ... $2,995 | 5 Sedan ... $3,195
4 Victoria ... 3,095 | 7 Sedan ... 3,295
2 Coupe ... 3,045 | 7 Imperial ... 3,435
5 Coach ... 2,995

CADILLAC—8-cyl. Custom. 138 W. B.
5 Phaeton ... $3,250 | 7 Suburban ... $4,285
7 Touring ... 3,250 | 7 Imperial ... 4,485
5 Coupe ... 4,000 | 2 Road(132WB) 3,250
5 Sedan ... 4,150

CASE—MODEL X. 122 W. B.
5 Touring ... $1,595 | 5 Victoria ... $2,290
2 Roadster ... 1,570 | 5 Sedan ... 2,385
5 Suburban ... 2,290

CASE—Model J. I. C. 122 W. B.
5 Touring ... $1,885 | 4 Suburban ... $2,480
3 Roadster ... 1,840 | 5 Sedan ... 2,580
5 Sport ... 2,160 | 5 Brougham ... 2,590

CASE—Model Y. 132 W. B.
7 Touring ... $2,225 | 7 Sedan ... $2,975

CHANDLER—123 W. B.
5 Touring ... $1,495 | 4 Roadster ... $1,785
7 Touring ... 1,595 | 5 Sedan ... 1,490
5 Brom. ... 1,695 | 5 Sed. De L. ... 1,795
2 Roadster ... 1,695 | 7 Sedan ... 1,895

CHEVROLET—Superior. 103 W. B.
Roadster ... $525 | 5 Coach ... $695
Touring ... 525 | 5 Sedan ... 775
Coupe ... 675

CHRYSLER—6-cyl. 112¾ W. B.
Touring ... $1,395 | 5 Sedan ... $1,695
Coach ... 1,445 | 5 Brougham ... 1,865
Roadster ... 1,625 | 4 Royal Coupe ... 1,795

CHRYSLER—4-cyl. 109 W. B.
Touring ... $895 | 5 Coach ... $1,045
Coupe ... 995 | 5 Sedan ... 1,095

CLEVELAND—6-cyl. 108½ W. B.
Touring ... $895 | 5 Sedan ... $995

CLEVELAND—6-cyl. 115 W. B.
Touring ... $1,095 | 5 Sedan ... 1,295
Sport ... 1,245 | 5 Sport Sedan. 1,625
Coach ... 1,295 | 5 Sedan De L. 1,595

CUNNINGHAM—6-cyl. 132 W. B.
Touring ... $6,150 | 2 Sport ... $7,400
Roadster ... 6,150 | 2 Coupe ... 7,600

CUNNINGHAM—8-cyl. 142 W. B.
Touring ... $6,150 | 5 Cabriolet ... $8,100
Touring ... 6,850 | 7 Town Car ... 8,100
Limousine ... 8,100

DAVIS—6-cyl. Model 90. 115 W. B.
5 Phaeton ... $1,395 | 5 Sedan ... $1,595
4 Touring ... 1,495 | 5 Imp. Sedan ... 1,795
4 Roadsted ... 1,495 | 5 Berline ... 1,795

DAVIS—6-cyl. Model 91. 118 W. B.
5 Phaeton ... $1,695 | 5 Sedan ... $1,895
4 Roadster ... 1,795 | 5 Imp. Sedan ... 2,095

DIANA—8-cyl. 125½ W. B.
5 Phaeton ... $1,895 | 5 Cabriolet ... $2,095
2 Roadster ... 1,895 | 5 Brougham ... 2,095
5 Sedan ... 1,995 | 5 De L. Sedan. 2,195
Coach De L. ... 1,895 | 7 Sedan De L. ... 2,695

DODGE BROS.—4-cyl. 116 W. B.
Touring ... $875 | 5 Sedan B. ... $1,045
5 Spec. Touring. 975 | 5 Spec. Sed. B. 1,145
2 Roadsters ... 855 | 5 Sedan A. ... 1,195
2 Spec. R'dsters. 955 | 5 Spec. Sed. A. 1,280
2 Coupe Brom. 960 | 5 Coach ... 1,035
2 Spec. Cpe B. 1,060 | 5 Spec. Coach ... 1,135

DURANT—4-cyl. 109 W. B.
5 Touring ... $810 | 5 Sedan ... 1,150
4 Coupe ... 1,090

ELCAR—4-cyl. 116 W. B.
5 Touring ... $1,095 | 5 Coach ... $1,195
5 Sedan ... 1,295

ELCAR—6-cyl. 116 W. B.
5 Touring ... $1,295 | 5 Coach ... $1,395
5 Sedan ... 1,595

ELCAR—8-cyl. 127 W. B.
5 Touring ... $2,165 | 3 Coupe ... $2,315
7 Touring ... 2,265 | 5 Sedan ... 2,265
4 Roadster ... 2,315 | Brougham ... 2,865
7 Sedan ... 2,765

ESSEX—6-cyl. 110½ W. B.
5 Touring ... $795 | 5 Coach ... $765

FLINT—6-cyl. Model 40. 115 W. B.
5 Touring ... $1,185 | 5 Coach De L. 1,120
5 Brougham ... 1,575 | 5 Coach ... 1,040
5 Sedan ... 1,495

FLINT—6-cyl. Model 55. 120 W. B.
5 Touring ... $1,595 | 4 Coupe ... $2,195
7 Touring ... 1,795 | 5 Sedan ... 2,285
4 Roadster ... 1,950 | 5 Brougham ... 2,485
Spec. Touring 2,050 | 7 Sedan ... 2,750

FORD—4-cyl. Model T. 100 W. B. (With starter and demountable rims. Balloon tire equipment $25 extra)
2 Roadster ... $345 | Tudor Sedan ... $580
5 Touring ... 375 | Fordor Sedan ... 660
Coupe ... 520

FRANKLIN—6-cyl. Model 11-A 119 W. B.
3 Roadster ... $2,750 | Sport Sedan. $3,225
5 Touring ... 2,635 | 7 Limousine ... 3,275
3 Coupe ... 2,700 | 7 Cabriolet ... 4,400
5 Sedan ... 3,090

GARDNER—6-cyl. 117 W. B.
5 Touring ... $1,395 | 4 Cabriolet ... $1,845
5 Sedan ... 1,595 | 5 Spec. Sedan. 2,295
5 Brom ... 1,595

GARDNER—8-cyl. 125 W. B.
5 Touring ... $1,995 | 4 Cabriolet ... $2,245
5 Sedan ... 1,995 | 5 Spec. Sedan. 2,295

GRAY—4-cyl. Model O. 104 W. B.
5 Touring ... $595 | 5 Sedan ... $845
3 Coupe ... 825 | 5 Royal Sedan ... 975

HUDSON—Super Six. 127¾ W. B.
7 Phaeton ... $1,250 | 7 Sedan ... $1,650
5 Coach ... 1,165 | 4 Brougham ... 1,450

HUPMOBILE—4-cyl. Model R. 115 W. B.
2 Roadster ... $1,225 | 2 Coupe ... $1,350
5 Touring ... 1,225 | 5 Sedan ... 1,375

HUPMOBILE—6-cyl. 114 W. B.
5 Touring ... $1,225 | 5 Sedan ... $1,285

HUPMOBILE—8-cyl. Model E, 118¼ W. B.
5 Touring ... $1,795 | 2 Coupe ... $2,095
2 Roadster ... 1,795 | 4 Coupe ... 2,095
4 Roadster ... 1,895 | 5 Sedan ... 2,195

JEWETT—6-cyl. "New Day"
5 2-Door Sedan $995 | 5 Sedan de L. ... $1,095

JEWETT—6-cyl. 115 W. B.
4 Roadster ... $1,500 | 5 De L. Coach ... $1,460
5 Coach ... 1,245 | 5 Sedan ... 1,650
5 Touring ... 1,320

JORDAN—8-cyl. 125½ W. B.
5 Touring ... 2,275 | 5 Sedan ... $2,675
5 Brougham ... 2,575 | 7 Sedan ... 2,925

JORDAN—8-cyl. 116 W. B.
2 Roadster ... $1,695 | 5 Sedan ... $1,845

KISSEL—6-cyl. Model 55. 121 W. B.
5 Phaeton ... $1,585 | 4 Coupe ... $2,085
7 Touring ... 1,685 | 5 Broug. Sedan 1,995
2 Speedster ... 1,795 | 2 Enc. Speed. 2,085
5 Brougham ... 1,695 | 4 Enc. Speed. 2,185
4 Speedster ... 1,895 | 5 Victoria ... 2,185
4 Tourster ... 1,795

KISSEL—6-cyl. De Luxe Model 55. 121 W. B.
5 Phaeton ... $1,785 | 5 Brou. Sedan. $2,485
7 Touring ... 1,885 | 5 Victoria ... 2,485
4 Tourster ... 1,985 | 2 Enc. Speed. 2,585
2 Speedster ... 2,085 | 4 Enc. Speed. 2,685
4 Speedster ... 2,185 | 7 Sedan ... 3,085
4 Coupe ... 2,485 | 7 Berlin-Sedan. 3,185

KISSEL—8-cyl. Model 75. 137 W. B.
5 Phaeton ... $1,985 | 4 Coupe ... $2,485
7 Touring ... 2,085 | 5 Broug. Sedan 2,395
5 Brougham ... 2,095 | 2 Enc. Speed. 2,485
2 Speedster ... 2,195 | 4 Enc. Speed. 2,585
4 Speedster ... 2,295 | 5 Victoria ... 2,585
4 Tourster ... 2,195

KISSEL—8-cyl. De Luxe Model 75. 137 W. B.
5 Phaeton ... $2,185 | 5 Bro. Sedan ... $2,985
7 Touring ... 2,285 | 5 Victoria ... 2,885
4 Tourster ... 2,385 | 2 Enc. Speed. 2,985
2 Speedster ... 2,485 | 4 Enc. Speed. 3,085
4 Speedster ... 2,585 | 7 Sedan ... 3,485
4 Coupe ... 2,885 | 7 Berline-Sedan 3,585

LINCOLN—8-cyl. 136 W. B.
7 Touring ... $4,000 | 4 Sedan ... $4,800
2 Roadster ... 4,000 | 5 Sedan ... 4,900
4 Phaeton ... 4,000 | 7 Sedan ... 5,100
5 Coupe ... 4,600 | 7 Limousine ... 5,300

LOCOMOBILE—6-cyl. "48." 142 W. B.
4 Touring ... $7,460 | 7 Limousine ... $9,500
7 Touring ... 7,460 | 7 Enc.Limo'sine 10,050
5 Victoria ... 10,050 | 7 Cabriolet ... 10,300
5 Brougham ... 10,040

LOCOMOBILE—Junior Eight. 124 W. B.
5 Touring ... $1,785 | 5 Sedan ... $2,285
4 Roadster ... 2,150 | 5 Brougham ... 2,285
4 Coupe ... 2,265

M'FARLAN—6-cyl. "S. V." 127 W. B.
5 Touring ... $2,650 | 5 Sedan ... $3,180
2 Roadster ... 2,650 | 7 Sedan ... 3,280
4 Coupe ... 3,180

M'FARLAN—6-cyl. "T. V." 140 W. B.
4 Touring ... $5,600 | 7 Sedan ... $6,810
7 Touring ... 5,700 | 7 Suburban ... 7,110
2 Roadster ... 5,400 | 7 Limousine ... 6,900
4 Coupe ... 6,720 | 7 Town Car ... 9,000
6 Sedan ... 6,720

M'Farlan—8-cyl. 131 W. B.
2 Roadster ... $2,650 | 4 Coupe ... $3,180
4 Roadster ... 2,900 | 5 Coach Brom. 3,180
5 Touring ... 2,650 | 7 Sedan ... 3,280
7 Touring ... 2,750 | 5 Sub. sedan ... 3,380
5 Sedan ... 3,180 | 7 Sub. Sedan ... 3,480
4 Town Car ... 4,600

MARMON—6-cyl. 136 W. B.
7 Touring ... $3,295 | 2 Coupe ... $3,295
2 Speedster ... 3,295 | 7 Sedan ... 3,370
5 Phaeton ... 3,295 | 5 Sedan Lim. ... 3,775
5 Sedan ... 3,295 | 7 Sedan ... 3,850
5 Brougham ... 3,295 | 5 Sedan Lim. ... 3,900
4 Coupe ... 3,295 | 7 Sedan Lim. ... 3,975

MOON—6-cyl. 128 W. B. (London)
5 Touring ... $1,895 | 5 Pet. Sedan ... $2,540
7 Touring ... 1,995

MOON—6-cyl. 113 W. B.
5 Touring ... $1,195 | 5 2-D Sedan ... $1,495
5 Roadster ... 1,195 | 5 Cabriolet ... 1,595
5 Coach ... 1,395 | 5 De L. Sedan. 1,695
5 Sedan ... 1,545

NASH—6-cyl. Special. 112½ W. B.
5 Touring ... $1,135 | 5 2-D Sedan ... $1,215
2 Roadster ... 1,115 | 5 Sedan ... 1,445
2 Coupe ... 1,165

NASH—6-cyl. Advanced. 121 W. B.
5 Touring ... $1,340 | 5 Sedan ... $1,425
2 Roadster ... 1,375

NASH—6-cyl. Advanced. 127 W. B.
7 Touring ... $1,490 | 4 Coupe ... $1,990
4 Victoria ... 1,790 | 7 Sedan ... 2,090

OAKLAND—6-cyl. 113 W. B.
2 Roadster ... $975 | 3 Coupe ... $1,125
5 Touring ... 1,025 | 5 Sedan ... 1,195
5 Coach ... 1,095 | 5 Land. Sedan. 1,295

OLDSMOBILE—6-cyl. 110½ W. B.
5 Touring ... $875 | 5 De L. Coach. $1,040
5 Coach ... 950 | 5 De L. Sedan. 1,115
5 De Luxe Tr. 980 | 2 Coupe ... 925
5 Sedan ... 1,025

OVERLAND—4-cyl. "91." 100 W. B.
5 Touring ... $495 | 5 Sedan De L. ... $695
2 Coupe ... 625 | 5 2-Door Sedan. 595

OVERLAND—6-cyl. 152¾ W. B.
5 Sedan ... $895 | 5 Sedan De L. $1,095

PACKARD—6-cyl. 126 W. B.
5 Touring ... $2,585 | 4 Spe. Touring. $2,750
4 Coupe ... 2,585 | 4 Roadster ... 2,785
5 Sedan ... 2,585

PACKARD—6-cyl. 133 W. B.
7 Touring ... $2,785 | 7 Sedan ... $2,785
5 Sedan ... 2,725 | 7 Sedan Lim. ... 2,885

PACKARD—8-cyl. 136 W. B.
5 Touring ... $3,750 | 4 Coupe ... $4,650
4 Spt. Touring. 3,900 | 5 Sedan ... 4,750
4 Roadster ... 3,950

PACKARD—8-cyl. 143 W. B.
7 Touring ... $3,950 | 7 Sedan ... $5,000
5 Club Sedan ... 4,890 | 7 Sedan Lim. ... 5,100

PAIGE—6-cyl. 131 W. B.
4 Phaeton ... $2,165 | Sedan De L. 2,840
7 Phaeton ... 2,165 | Suburban Lim 2,965
5 Sedan De L. 2,395

PEERLESS—6-cyl. 126½ W. B.
5 Touring ... $1,895 | 5 Sedan ... $2,295
5 Coupe ... 2,295

PEERLESS—6-cyl. 133 W. B.
7 Tournig ... $1,995 | 7 Sedan ... $2,595
2 Sp. Roadster 2,195 | 7 Limousine ... 2,695

PEERLESS—6-cyl. 116 W. B.
5 Sedan ... $1,595 | 5 2dr. Sedan ... $1,495

PEERLESS—8-cyl. 125 W. B.
4 Touring ... $2,845 | 5 Brougham ... $3,495
7 Phaeton ... 2,895 | 5 Sedan ... 3,495
4 Coupe ... 3,245 | 7 Sub. Sedan ... 3,595
5 Coupe ... 3,295 | 7 Berline Lim. ... 3,795

PIERCE-ARROW—6-cyl. "80." 130 W. B.
2 Roadster ... $2,895 | 4 Coupe ... $3,695
7 Phaeton ... 2,895 | 5 Sedan ... 3,895
4 Touring ... 3,095 | 7 Sedan ... 3,995
5 Coach ... 3,150 | Enc. Lim. ... 4,045

PIERCE-ARROW—6-cyl. "33." 138 W. B.
7 Touring ... $5,250 | 4 Coupe Sedan. $6,900
2 Roadster ... 5,250 | 7 Sedan ... 7,000
4 Touring ... 5,250 | 7 Limousine ... 7,000
3 Coupe ... 6,800 | 7 Enc. Lim. ... 7,000
4 Sedan ... 6,900 | 7 Fr. Lim. ... 7,000

REO—6-cyl. 120 W. B.
5 Touring ... $1,295 | 5 Sedan ... $1,765
2 Coupe ... 1,495 | 3 Roadster ... 1,665
5 Sedan ... 1,565 | 5 Brougham ... 2,235

RICKENBACKER—6-cyl. 117 W. B.
5 Touring ... $1,495 | 5 Brom De L. ... $1,720
3 Roadster ... 1,595 | 4 Coupe De L. 1,995
5 Coach ... 1,595 | 2 Cpe Rd De L 1,820
6 Sedan ... 1,795 | 5 Sedan De L. ... 1,920
2 Coupe Road. 1,695 | 7 Sedan De L. ... 1,995

RICKENBACKER—8-cyl. 121½ W. B.
4 Touring ... $1,995 | 5 Brom De L. ... $2,120
3 Roadster ... 1,995 | 2 Cpe Rd De L 2,220
5 Brom ... 1,995 | 5 Sedan De L. ... 2,320
5 Sedan ... 2,195 | 7 Sedan De L. ... 2,395
2 Coupe Road. 2,095 | 4 Coupe ... 2,320

ROAMER—8-cyl. Model 88
7 Touring ... $2,495 | 5 Brougham ... $2,895
5 Sport Tour. ... 2,585 | 7 Sedan ... 3,285
2 Speedster ... 2,885 | 5 Sedan De L. ... 3,785

ROAMER—6-cyl. Model 50
4 Sport Tour. ... $2,350 | 5 Coupe ... $1,495
2 Busi. Coupe. 1,495 | 5 Sedan De L. 1,695

ROAMER—4-75-E. Duesenberg Model.
4 Tourer ... $2,985 | 2 Special Speed. $3,485
4 Sport ... 3,285

ROLLIN—4-cyl. 112 W. B.
5 Phaeton ... $1,155 | 5 Brougham ... $1,325
3 Coupe ... 1,325 | 5 Sedan ... 1,485

STAR—4-cyl. 102 W. B.
5 Touring ... $525 | 2 Coupe ... $675
2 Roadster ... 525 | 5 2-Door Sedan. $695
2 Coupster ... 610 | 5 Sedan ... 865

STAR—6-cyl.
Coupster ... 745 | Coach ... $880
Coupe ... 820

STEARNS-KNIGHT—4-cyl. 119 W. B.
5 Touring ... $1,595 | 5 Brougham ... $2,095
4 Cpe. Roadster 1,795 | 5 Sedan ... 2,095
4 Coupe Brom. 1,895

STEARNS-KNIGHT—6-cyl. 121 W. B.
4 Touring ... $1,875 | 5 Coupe Brom. $2,285
5 Touring ... 1,875 | 5 Sedan ... 2,475
2 Spt. Coupe. 2,185 | 5 Brougham ... 2,475

STEARNS-KNIGHT—6-cyl. 130 W. B.
5 Touring ... $2,395 | 5 Brougham ... $3,000
7 Touring ... 2,495 | 4 Coupe ... 2,850
2 Roadster ... 2,495 | 7 Sedan ... 3,800
5 Sedan ... 3,000

STEVENS-DURYEA—6-cyl. 138 W. B.
7 Touring ... $7,500 | 4 Sedan ... $10,000
Coupe ... 9,000 | 7 Limousine ... 10,175

STUDEBAKER—Standard Six. 113 W. B.
5 Phaeton ... $1,145 | 5 Spt. Phaeton. $1,285
3 Roadster ... 1,125 | 3 C. C. Coupe. 1,295
5 Coach ... 1,195 | 5 W. Sedan ... 1,395
Spt. Roadster 1,235 | 5 Sedan ... 1,495
5 Berline ... 1,650

STUDEBAKER—Special Six. 120 W. B.
5 Phaeton ... $1,445 | 5 Brougham ... $1,695
3 Roadster ... 1,395 | 4 Victoria ... 1,750
4 Spt. R'dster. 1,595 | 5 Sedan ... 1,895
5 Coach ... 1,445 | 5 Berline ... 2,120

STUDEBAKER—Six. 127 W. B.
7 Phaeton ... $1,775 | 7 Sedan ... $2,245
5 Sedan ... 1,995 | 7 Berline ... 2,325
5 Coupe ... 2,045
5 Brougham ... 2,195

STUDEBAKER—Big Six. 120 W. B.
5 Sp. Phaeton. $1,575 | 5 Sedan ... $1,895
5 Club Coupe. 1,750

STUTZ—6-cyl. 120 W. B.
5 Tourist ... $2,295 | 4 Coupe ... $3,050
2 Roadster ... 2,395 | 5 Sedan ... 3,050

STUTZ—6-cyl. 130 W. B.
7 Tourist ... $3,070 | 7 Suburban ... $3,925
5 Sport ... 3,035 | 7 Berline ... 4,035
5 Brougham ... 3,785

VELIE—6-cyl. 118 W. B.
5 Phaeton ... $1,450 | 5 Brougham ... $1,495
4 Roadster ... 1,650 | 5 Sedan ... 1,825
3 Coupe ... 1,425

WILLS-STE. CLAIRE—6-cyl. 127 W. B.
7 Tourist ... $2,385 | 6 G.G. Traveler $2,800
2 Roadster ... 2,800 | 5 Sedan ... 3,185
5 Coupe ... 2,985 | dan ... 3,285
5 Brom ... 3,400 | Limousine ... 3,285
5 Sedan ... 3,400 | Cab. roadster 2,785

WILLS-STE. CLAIRE—"B-68-" 8-cyl. 127 W. B.
7 Phaeton ... $2,885 | 5 Sedan ... $3,885
4 Roadster ... 2,985 | 7 Sedan ... 3,900
5 Tray ... 3,085 | 5 Brougham ... 3,900
4 Coupe ... 3,785 | 7 Limousine ... 4,085

WILLS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.
4 Roadster ... $3,300 | 4 Cab.roadster. $3,785
5 Brougham ... 4,100 | 7 Sedan ... 4,100
5 Sedan ... 4,085 | 7 Limousine ... 4,285
4 G.G.Traveler 3,300

WILLYS-KNIGHT—4-cyl. 118 W. B.
5 Touring ... $1,195 | 5 Sedan ... $1,450
3 Coupe ... 1,395 | 5 Brougham ... 1,595
5 Coupe Sedan 1,395

WILLYS-KNIGHT—6-cyl. 126 W. B.
5 Touring ... $1,750 | 5 Brougham ... $2,095
2 Roadster ... 1,750 | 4 Coupe ... 2,195
5 Coupe Sedan 2,095 | 5 Sedan ... 2,295
7 Touring ... 1,950 | 7 Sedan ... 2,495

Dealer Activities

TO SELL STUDEBAKERS IN MILWAUKEE

Milwaukee, Wis., Dec. 28.—The Miller-Bamberger Motor Company has just taken over a franchise to sell Studebaker cars at its showrooms, 133 5th St.

OLDSMOBILE DEALERSHIP FOR PINE BLUFF, ARK.

Pine Bluff, Ark., Dec. 28.—B. L. Maloney is president of a new business at 619 Main St., known as the Sales Company, which will handle the Oldsmobile car. He is also president of the Sterling Service Company in Little Rock, Oldsmobile distributors in fifteen counties in the state. A. L. Wilson is vice-president and general manager, and A. K. Wayman, Jr., is secretary.

WILL SELL HUDSON-ESSEX CARS IN FORT WORTH

Fort Worth, Tex., Dec. 28 (U. T. P. S.).—The Packard-Scruggs Company this week announced it has been appointed to handle Hudson-Essex in addition to its present lines.

CHICAGO DEALER ADDS PIERCE-ARROW LINE

Chicago, Dec. 28.—The Woodlawn Motor Car Sales and Service Company, 6136 Cottage Grove Ave., announces the addition of the Pierce-Arrow line. The firm has been in business in Woodlawn for twenty-five years.

CADILLAC FRANCHISE FOR DANVILLE, ILL., FIRM

Danville, Ill., Dec. 28.—The Danville Auburn Auto Company on Walnut Street has just taken the local franchise for the Cadillac car.

OAKLAND DEALERSHIP FOR SPRINGDALE, ARK.

Springdale, Ark., Dec. 28.—The Jones Motor Company has obtained the Oakland dealership at this place.

CHEVROLET DEALERSHIP ADDED TO WILMINGTON

Wilmington, Del., Dec. 28.—An additional Chevrolet dealership has been established here at 35th and Market streets. It is known as Hammond Motors, Inc., and has a branch at Newark, Del., selling Buicks and Chevrolets.

BANQUET FOR STAFF OF CHEVROLET DEALER

St. Paul, Minn., Dec. 28.—Members of the staff of the McDonald Chevrolet Company, downtown Chevrolet dealership, was banqueted at the St. Paul Athletic Club in celebration of the "biggest year" in the history of the company. L. B. Barnes, manager of the northwest zone of the Chevrolet Motor Company, spoke.

TWO NEW STAR DEALERS NAMED IN BUFFALO

Buffalo, N. Y., Dec. 28.—The Schneider-Trapp Corporation and the Western New York Motor Sales Corporation, both of Buffalo, have just been appointed Durant and Star dealers.

Improvements

FORD SERVICE BUILDING

Chicago, Dec. 28.—The Goy George Motor Company, 4301 West North Ave., Ford and Lincoln dealer, has just completed a new building for its parts and service department at 4301 West Grand Ave. It has 9,000 square feet of floor space, fifty cars capacity, with a 30 by 30 foot show room.

LEASES SALES QUARTERS

Little Rock, Ark., Dec. 28.—The Rickenbacker Sales Company has just leased the building at 304-306 Center St. and the showroom is being remodeled. It will be 40 by 50 feet, with space in the rear for service and storage. The company is distributor for all but seven counties in the state.

NEW PEERLESS HOME

Pasadena, Cal., Dec. 28.—Ground has been broken for a new Peerless salesroom building for Cotterman-Mann, Inc., dealers in Peerless and Oldsmobile cars. It will adjoin the present sales building on the west, and when completed will give the company separate salesrooms for the Peerless and the Oldsmobile cars and a separate building for service for both makes.

OPENS NEW SHOWROOM

Mena, Ark., Dec. 28.—The Hayes-Lamb Motor Company, Dodge distributor, has opened a new showroom at 604 Mena St. Frank Rabb is the local representative of the firm.

OLD HOME REMODELED

Tacoma, Wash., Dec. 28.—The Manley Motor Company, Willys-Knight and Overland dealer here, has returned to its former location at 9th Street and Fawcett Avenue. The building has been completely remodeled during the past two months and an additional floor has been added.

BUILDING TO COST $150,000

Canton, O., Dec. 28.—A ten-year lease on a site in Tuscarawas Street, West, has just been acquired by the Towell-Cadillac Motor Car Company, for erection of a two-story building, 88 by 200 feet, to cost approximately $150,000. The company will occupy all the ground floor and will have a rear portion of the second floor. Its present quarters on Cleveland Avenue, North, near 6th Street, are inadequate, officials said.

Incorporations

NEW YORK STATE

Albany, N. Y., Dec. 28.—Among incorporations just approved by the secretary of state are:—

The V and G Garage, Inc., Brooklyn, $10,000; B. M. Blumenthal, J. J. Freedman and M. M. Siegel of 51 Chambers St., New York.

Berger & Sons, Inc., Manhattan, $10,000; to conduct a general automobile business; H. A. Berger, Sarah Berger and James Berger, 103 East 111th St., New York.

Original Schiff Auto Service, Inc., New York city; to operate garage and service station; 15 shares of stock at no par value; Jacob M. Schiff, Max Schiff and Israel Schiff of 305 East 18th St., New York.

Sherman and Harrison Company, Inc., White Plains; motor vehicles; 150 shares preferred stock at $100 par value and 200 shares common stock at no par value; Phil Sherman of 150 Martine Ave., White Plains, and Frank W. Harrison and Henry F. Harrison.

Barney's Auto Parts Company, Brooklyn, auto accessories; 100 shares at no par value; Barney and Ruth Ettman of 1678 Broadway, New York, and Meyer Machlis.

J. B. Currie & Son, Inc., Brooklyn; to manufacture auto parts; 1,000 shares of no par value; C. S. Jullien, Joseph M. O'Shea and P. K. Wiggins, all of 189 Montague St., Brooklyn.

White Plains, Silver Lake & Mount Kisco Bus Line, Inc., Port Chester, $20,000; to operate omnibus route between Tarrytown and Pleasantville and between White Plains and Mount Kisco; John Fabia and Louise Fabia, 16 Leonard St., Port Chester, and Moses Miller.

Genesee Trucking Corporation, Rochester, $35,000; to operate motor vehicles; A. R. Gundry, North Chili; F. J. Decker, 15 Pitkin St., Rochester, and D. C. Globoney, Jr., 318 Terminal Building, Rochester.

S. C. D. Taxi Corporation, Manhattan, $10,000; to operate automobile passenger transfer business; Nicholas De Simone, 2251 83d St., Brooklyn, and Carlo Di Pasquale and Salvatore Conigliaro.

A. & A. Muller, Inc., Elmhurst, $10,000; to operate automobile and trucking business; Andrew Muller, Adam A. Muller and Anna Muller, all of 24 Grand St., Elmhurst.

Ramapaugh Garage, Inc., Brooklyn, $10,000; garage business; H. H. Lucke and M. J. Lucke, 412 58th St., Brooklyn, and Albert Hutton.

Suits-Vrooman Motor Sales Company, Inc., Syracuse, $20,000; gasoline station; Ida D. Vrooman and William D. Vrooman of 728 Irving Ave., Syracuse, and Gordon L. Suits.

Integrity Trucking Corporation, Brooklyn, $10,000; to conduct a trucking and express business; R. F. Brennen, Thomas J. Dennehy and Charles Lee, all of 7109 3d Ave., Brooklyn.

WASHINGTON

Olympia, Wash., Dec. 28.—New Washington incorporations include the following:—

Yakima Northern Stages, Inc., Seattle; motor stage company; amendment filed increasing capital stock from $50,000 to $200,000.

Dwyer Nut-Lock Company, Inc., Seattle; amendment filed changing name to Dwyer Nut Locking Tool Company and increasing capital stock from $50,000 to $499,900.

Steiner-Hoefel Auto Company, Clarkston, Wash., $25,000; D. E. Steiner, Addie Steiner and F. W. Hoefel.

Hansen Precision Machinery Company, Seattle, $30,000; M. H. Hansen and E. Linenschmidt.

Personal Items

FOWLER IS PROMOTED

Los Angeles, Dec. 28.—Walter E. Fowler has just been appointed general manager of the William L. Hughson Company, Ford dealer, at 10th and Olive Streets. Mr. Fowler has served for three years as salesman with the company and the last year as sales manager.

JENIGEN IN NEW POST

Bristol, Pa., Dec. 28.—Walter Jenigen, formerly with the Penn Motor Car Company, Philadelphia, has just been appointed to take charge of the service and repair department of the Bristol Paige & Jewett Company.

G. K. PRITCHARD

Alliance, O., Dec. 28.—G. K. Pritchard, 70 years old, president of the Alliance Motor Car Company, is dead here following several weeks' illness. He had been identified with automobile selling for several years. His widow and two children survive.

LE NOIR AND M'KEE ON VISIT

San Antonio, Tex., Dec. 28.—J. P. LeNoir and I. D. McKee of the San Antonio Overland Company have gone to the Overland factory for a visit.

PHILLIPS ENDS VISIT

Evansville, Ind., Dec. 28.—E. V. Phillips of the Phillips-Osborne Motor Company, Studebaker dealer, has just returned from a business visit to Louisville.

DE VAUX ANNIVERSARY

Oakland, Cal., Dec. 28.—Norman De Vaux, active head of the Durant Motor Company of California, and Mrs. De Vaux have just celebrated their twenty-fourth wedding anniversary.

JONES AT STUTZ MEET

Newark, N. J., Dec. 28.—David H. Jones, manager of the local Stutz branch, accompanied by A. M. Hoagland and William Martin of his sales staff, and Kenneth O'Hara, manager of the Stutz Montclair branch, were members of the New Jersey delegation of Stutz dealers to attend the recent three-day convention at the Stutz factory at Indianapolis.

WADSWORTH WITH WOOD

Chicago, Dec. 28.—R. A. Wadsworth, pioneer on Automobile Row, has joined the sales force of H. L. Wood, Inc., Auburn distributor, 2451 South Michigan Ave. Mr. Wadsworth has sold Auburn cars here for the past five years.

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